



DUBAI  
**COMMER**CITY  
The future of business

# E-COMMERCE MARKET IN GCC & MENASA REGION

## Exponential growth opportunities

- The e-commerce retail market in the Middle East & Africa is expected to grow by 20% in the next 5 years to reach USD 26 billion in 2022, which outpaces the global growth of 13%
- GCC is predicted to contribute 43% by year 2022 of MEA's e-commerce retail market (Source: Euromonitor database)
- Smart phone usage reaches almost 100% among GCC millennials
- UAE has the highest smartphone penetration rate in the world of 83%, along with Saudi Arabia, which is not far behind at 68% (Source: Newzoo's 2018 Global Mobile Market report)
- GCC has a high adoption rate of social media with over 70% of the population using social networking sites daily



# E-COMMERCE RETAIL MARKET BY 2022

Middle East \$26 Billion

GCC \$11 Billion

United Arab Emirates \$4.6 Billion



# DUBAI THE CITY OF DREAMS

Dubai is one of the most diverse cosmopolitan cities in the world and has become a center of trade and commerce for the entire region.

- Located at the heart of the crossroads of the trade routes of East and West, Europe and Asia
- Growing and diverse economy
- World-class infrastructure
- Safe place to live and do business
- Business-friendly government policies
- Global events destination
- 200+ nationalities living in Dubai
- Home for renowned multinational companies
- Diversified and skilled manpower
- Innovation and knowledge hub



# YOUR GATEWAY TO CONNECTIVITY



- World's no.1 airport for international passengers
- 2.4 billion consumers within a 5 hour flight distance
- The airport serves more than 240 destinations
- Dubai International Airport (DXB) is the busiest hub for international airfreight in the MENA region
- 2.64 million tons of cargo in 2018



DUBAI  
**COMMERCITY**



Dubai CommerCity is the first and only free zone dedicated to the growing e-commerce market in the Middle East and North Africa (MENA) region. It is an investment of AED 3.2 billion spread over an area of approximately 2.1 million square feet.

Dubai CommerCity provides a unique e-commerce ecosystem to global and regional brands to help them set up and operate their e-commerce business in the MENA region.

Dubai CommerCity further strengthens Dubai's position as a leading platform for international businesses by attracting and hosting international foreign-owned companies, providing them with a comprehensive ecosystem to fulfil all their needs from facilities, logistics, technology, marketing, regulatory and social services. This endeavor will further support

Dubai's digital transformation strategies by promoting the smart economy branded around digital commerce, smart logistics, smart offices and smart ICT infrastructure.

Dubai CommerCity will be primarily targeting the global and regional manufacturers, as well as the global and regional brick-and-click distributors and retailers who would like to set up their direct e-commerce operations out of Dubai CommerCity to serve the entire GCC and the broader MENASA region.

The zone will also be hosting startups (manufacturers, distributors or e-tailers) with a projected hyper growth for the region. It will also host ecosystem players (including IT desktop support companies, marketing agencies, banks, consultancies, law firms, etc.) as enablers to increase the zone's attractiveness to the main target customers.









# THE KEY BUSINESS VALUE PROPOSITION



## e-commerce ecosystem

- Pre and post-setup support including fast and automated registration and licensing
- Pre-integrated and pre-configured e-commerce platform provider with pre-negotiated rates
- End-to-end logistics service provider, including warehousing and last-mile delivery with pre-negotiated rates
- Smart and centralized CRM solution for a great customer experience
- Access to on-site ecosystem service providers such as payment gateways, marketing services agencies, call centers, web developers, among others
- Business support (networking events, support in talent acquisition and development, as well as marketing management)
- Streamlined direct-to-consumer customs process for product movements between ports of entries and exits



## Strategic Location:



Dubai International Airport (DXB)

5 mins



Jebel Ali Port

45 mins



Dubai Downtown

15 mins



Local Roads Network & National Highways

5 mins



*Stone*  
WAREHOUSE  
MULTI-LEVEL

**builders**

carbon  
WAREHOUSE

SHOE





## State-of-the-art infrastructure

- High-end modern business community zone
- Premium offices (Grade-A offices compliant with 'Leadership in Energy and Environmental Design' program) with flexibility and scalability options
- Multi-client shared warehouses and modular dedicated LIUs
- Modern social cluster (diverse food court, shops and quality amenities within walking distance)
- Clusters equipped with the latest technologies designed for e-commerce businesses
- High-speed network connectivity



## Sustainable environment and a green economy

- Logistics cluster powered by solar energy
- Environmentally friendly structure



## Freezone benefits

### Tax incentives

No corporate tax  
No income tax

### Investor-oriented management

Fast and efficient business set-up solutions  
Seamless customer experience throughout the entire customer journey and across all touch points

### Investment incentives

100% foreign company ownership  
100% repatriation of capital and profits  
No currency restrictions

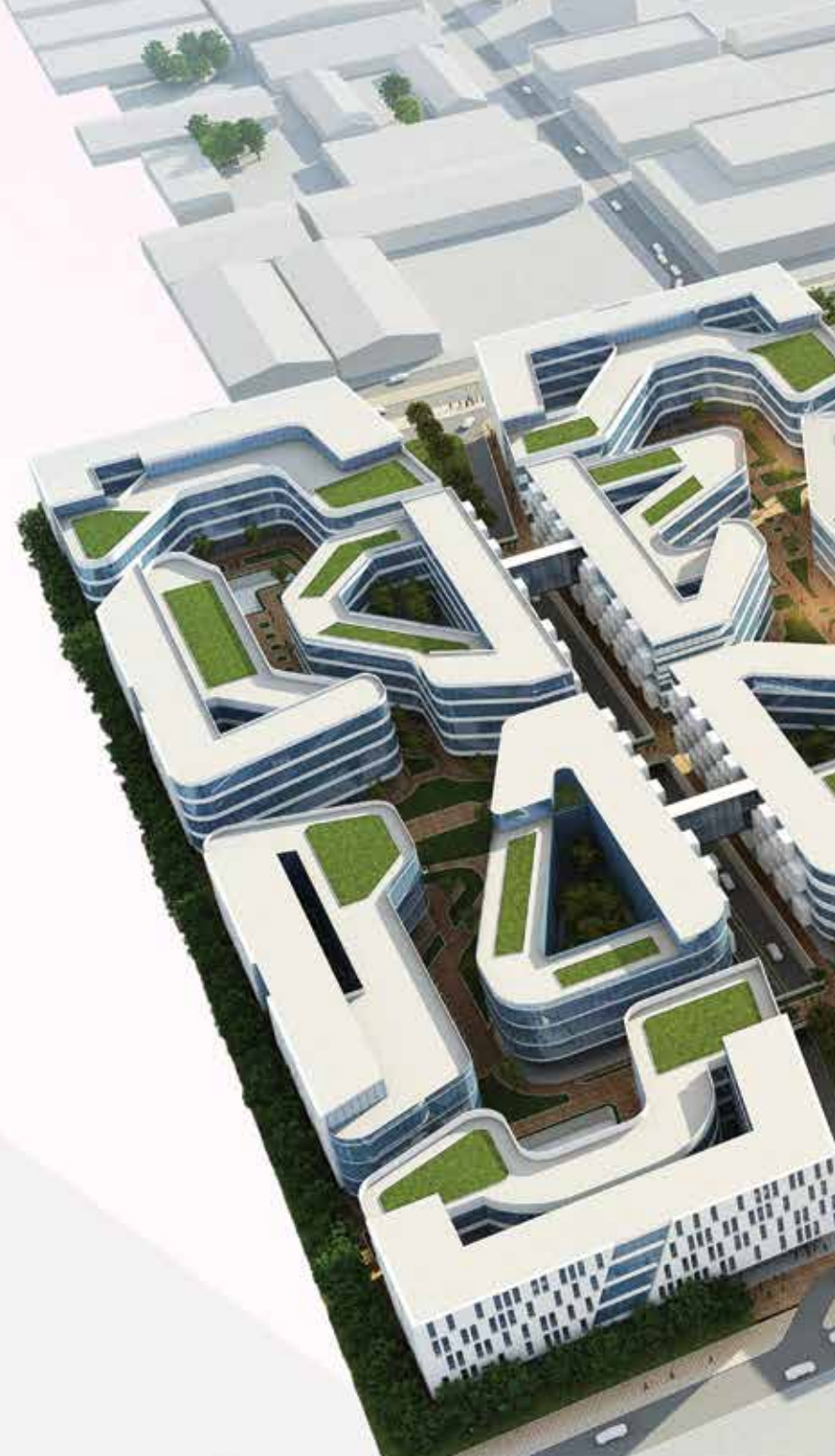




## THE MASTER PLAN

Dubai CommerCity is a major freezone development project that will transform the way business is done.

The project is an ideal opportunity for major regional and international manufacturers and e-commerce players to store their goods, products and spare parts in state-of-the-art, fully equipped, technology-enabled warehouses, to be shipped later to the local markets in record time.

















# THE THREE CLUSTERS

Designed with a modern and innovative approach, the three clusters aim to strategically achieve environmental and investment sustainability. Dubai CommerCity has implemented state-of-the-art technologies to provide investors with a smart & quality-focused business ecosystem.



## Business Cluster

### An innovative business hub

The business cluster includes 12 office buildings with a total leasable area of 175,358 sqm and a total built-up area of 443,830 sqm. It features modern buildings and landscapes within the interior and exterior areas to provide customers with the latest facilities and an environment that promotes constant engagement.

## Logistics Cluster

### A complete supply chain management ecosystem

The logistics cluster consists of 105 warehouse units with a total built-up area of 52,606 sqm and a leasable area of 49,649 sqm equipped with the latest technologies to meet the needs of logistics services providers and customers. The cluster is designed with rooftop PVC solar panels for generating clean energy.



## Social Cluster

### A community where people & opportunities come together

The social cluster is the heart of Dubai CommerCity, with a total leasable area of 2,976 sqm and a total built-up area of 5,119 sqm. It houses a range of luxury restaurants and cafes, non-bonded multi-purpose exhibition halls and vibrant facilities that meet the expectations of e-commerce companies looking to establish their presence in Dubai.













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## **STRONG FOCUS ON SUSTAINABILITY**

Dubai CommerCity is fully committed to supporting UAE's goal to reduce its carbon footprint by 25 percent by 2030 through the adoption of non-traditional methods in accordance with global standards for a sustainable environment and a green economy.

Dubai CommerCity plans on reducing electricity consumption by using solar energy and lowering

water wastage by 40 percent through the treatment and reuse of water.

The strategies also include the reduction of pollution and implementation of global environmental standards for the construction of light industrial units and buildings, as well as the use of environmentally friendly building materials and recycled resources.









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