



UNITED ARAB EMIRATES
MINISTRY OF INDUSTRY
& ADVANCED TECHNOLOGY



Social Media Toolkit

Operation 300 Billion

#Operation300Bn

#MoIAT

#MakeItInTheEmirates

#MoIATStartsHere

#EDB_EnablingTomorrow

#EDB



www.moiat.gov.ae



Operation 300 Billion: An Enabler, an Engine and an Engagement platform

The strategy of the UAE Ministry of Industry and Advanced Technology is a comprehensive national program that aims to drive Industrial growth in the UAE – doubling its GDP contribution from AED133 billion by 2031. While the Ministry of Industry and Advanced Technology will lead on the program, the Emirates Development Bank will act as one of its key financial engines. In addition, the strategy will be promoted through the Make it in the Emirates campaign, which will serve as a call to action for local and international investors, innovators and developers to join the UAE on its journey of industrial growth and as a reminder of the key value proposition of the UAE.

Program overview:

- Coming together, the Ministry as an enabler, the EDB as the engine for growth and the Make it in the Emirates campaign as an engaging platform. will ensure sustainable economic growth and achieve a quantum leap for the UAE’s industrial sector by enhancing its regional and global competitiveness.

The Starting Point

- Over the years, companies in the UAE’s industrial sector have contributed significantly to our progress and they are vital to our continuing efforts to diversify the economy in a sustainable manner.
- UAE also boasts a vibrant industrial and advanced technology ecosystem with capacity to accelerate further growth.
- We believe that the UAE’s strong industrial base can be significantly and powerfully enhanced by the onset of advanced technology.
- The program has been designed to capture the opportunity created by the Fourth Industrial Revolution to ensure the UAE expands its industrial sector and competitiveness.



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The Program:

- In a post-COVID world, we must strengthen the UAE's economic competitiveness and resilience. It will help maintain the nation's strong global reputation for progress and innovation as it prepares for the next 50 years.
- To achieve this objective will leverage the UAE's unique competitive advantages and its global standing as a leading economic hub.
- As the enabler of this program, The Ministry will launch several initiatives including a modernized industry regulatory and logistical framework, a national ICV program, an enhanced Made in the Emirates quality program, competitive gas and electrical tariffs, an advanced technology roadmap, an R&D framework and more.
- It will drive the development of standards and metrology to ensure the continued competitiveness and value of locally manufactured products that are fit for global export markets and enable even stronger cooperation and coordination between the public and private sector; creating in country value and redirecting funds into the local economy.

Highlights of the UAE's value proposition:

- Diverse energy mix at competitive prices.
- Best-in-class transport, communication, and logistics and service infrastructure
- Multiple economic trade zones including in Abu Dhabi, Dubai, Fujairah and Sharjah.
- Among the top-performing countries in 2020 for economic performance and entrepreneurship
- Highly trusted credit rating,
- Advanced transport infrastructure comprising 10 civilian airports, 105 cargo companies, as well as 12 sea and commercial trading ports, boasting a capacity of 17 million tons a year and 80 million tons of cargo tonnage.
- More than 5 billion people around the world can fly to the UAE within 8 hours.
- We also have a legislative and regulatory framework that is among the best in class in the region.



The Enabler: MoIAT Strategy

The strategy is built on 4 main objectives and 17 initiatives:

Creating a relevant, attractive and engaged business environment to meet local and international investor needs

Supporting continuing growth of home-grown national industries and enhancing their competitiveness

Stimulating innovation and adopting advanced technology in industrial ecosystems of the future

Boosting the UAE's reputation as a global destination for leading future industries with world-class infrastructure; a skilled and technologically advanced workforce

The 17 initiatives include the launch of a national ICV program, a modernized industrial law, establishing a unified digital platform for industrial services and licenses, promoting Made in the Emirates products, setting the advanced technology agenda to and establishing a national R&D ecosystem by designing comprehensive R&D programs.

The Ministry will also target key areas of industrial growth, including:

Industries of the future, including space, biotech, medi-tech and other sectors that are enabled by 4IR technologies.

Strategic industries that reinforce our resilience and reduce dependence on global supply chains, such as food, agriculture, water, and healthcare, and;

Industries where we already have an established presence and expertise, including energy, petrochemicals, plastics, metals and manufacturing.



The Engagement: Make It In The Emirates

In follow up to the engaging process with which the Ministry's strategy was developed; we have launched the Make it in the Emirates campaign, an open invitation to industries, investors, innovators and entrepreneurs to engage with the Ministry and to benefit from the UAE's exceptional value proposition in order to fulfill their ambitions of developing, manufacturing and exporting their products.

How can I be a part of this movement?

- Engage with the Ministry of Industry and Advanced Technology
- Tap into the benefits that EDB is offering
- Download the brand guidelines and join the movement to raise awareness
- Use it in your collateral, videos/productions to put the "Make it in the Emirates" mark.

Is this the same as Made in the Emirates?

The brand identity will be the same. However, Made in the Emirates is a quality mark and will be announced and launched later & become a symbol for & source of pride in the UAE's products and services. Make it in the Emirates is a collaborative call to action.

Objectives

Encourage UAE entrepreneurs, investors and developers in diverse fields to contribute to the national economy

Create a sense of pride in locally made products.

Build trust in UAE products by setting stringent production standards

Empower a diversified business sector to move towards industrial projects.

Create a multifaceted pool of expertise in the local industrial

Develop a framework that subjects all UAE products to the same specifications based on the highest standards

The Engine: Emirates Development Bank

EDB's Strategy

The Emirates Development Bank [EDB] aims to be a key partner and engine of growth for the Strategy and will play an active role in contributing to the empowerment and growth of the Industrial sector in the UAE.

To achieve that objective, EDB will be extending a collection of services to UAE nationals and residents including flexible funding for SMEs, startups and corporates in priority sectors, facilitating and accelerating the adoption of digital technologies as also promoting entrepreneurship and innovation.

By 2025, EDB will extend its funding portfolio to AED 30 billion to benefit entrepreneurs, startups, SMEs, and large corporates and will help contribute to the growth of the UAE's GDP, enhancing In-Country Value, productivity, and employment.

EDB Objectives

EDB will help you and your business:

- Get access to advanced technology solutions that will ensure you are leveraging on the solutions of 4IR to grow your business, enhance its production, efficiency, and reach a wider audience.
- Help you grow your small/medium business and ensure you have the best possible advice to fulfil your aspirations.
- Support those who have the big ideas and need some help along the way.
- EDB will continue to provide Emiratis with funding for their housing.

Priorities

EDB will focus its support on five priority sectors including:

- Manufacturing: Petrochemicals, Plastics, Metal manufacturing, Machinery, Electrical devices and Renewable energy equipment
- Infrastructure: Energy, Transportation, Telecommunications and Digital infrastructure
- Technology: Software, IT services, Storage devices and peripherals, Renewable energy technology and Education technology
- Healthcare: Pharmaceuticals, Biotechnology, Medical equipment, and Hospital services
- Food Security: Agriculture, Livestock and marine, and Water desalination

Filming Requirements

We kindly ask you to:

01

Film a short video

02

Feel free to use your own preferred language as long as you preserve the key messages.

03

Share the raw footage over this address
media@moiat.gov.ae

04

Video shared across @MoIATUAE social media platforms.

05

Kindly share the videos on your professional/personal social media platforms.

Social Media Guidelines

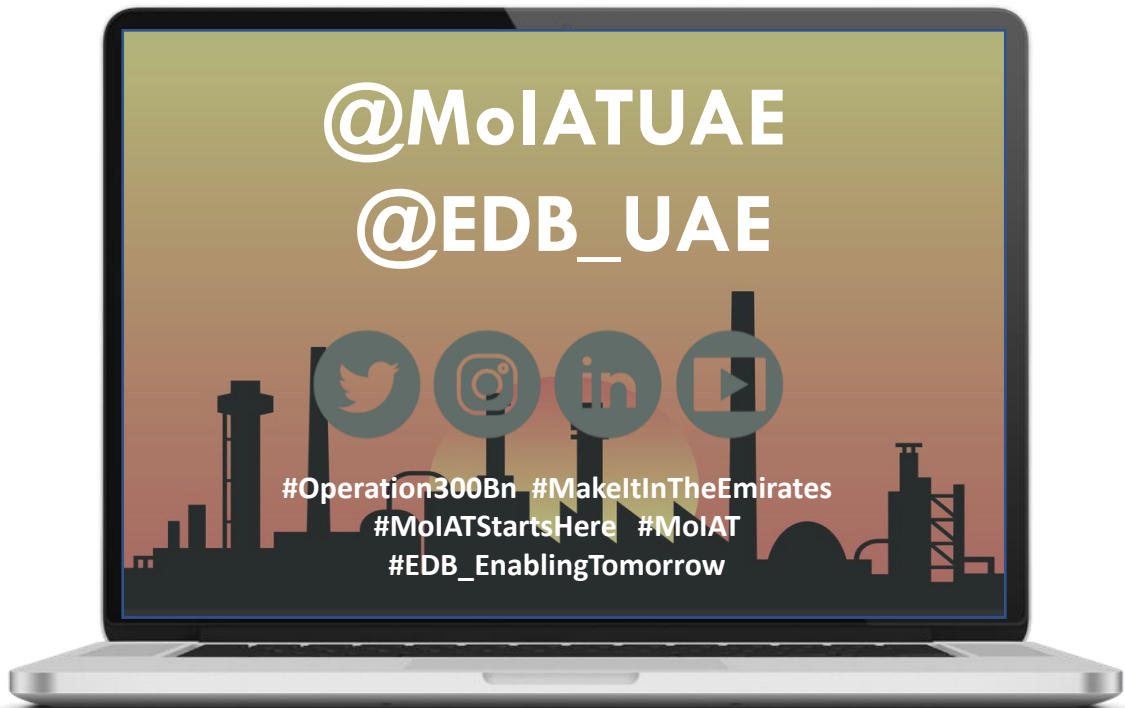
We encourage you to:

Tag and mention
our accounts on
Instagram,
Twitter and
LinkedIn
@MoIATUAE

Initiate
conversation by
engaging with
media and
participants
posting about
the campaign

Engage with your
audiences and
encourage them to
post their own content
using the hashtags
#Operation300Bn
#MakeItInTheEmirates
#MoIATStartsHere to
be featured on
@MoIATUAE
channels.

Engage With Us On



Sample Posts

The [#UAE](#) industrial sector contributes significantly to the economic development of the country, and through [#Operation300Bn](#), we will leverage the UAE's unique competitive advantages and its global standing as a leading economic hub. [#MakeItInTheEmirates](#) [#MoIAT](#)

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