

# DUBAI BUSINESS FORUM GERMANY

POWERED BY

DUBAI CHAMBERS

## Dubai Business Forum Germany

Hamburg, 19-20 May 2025

**Post Event Report**

# Event Overview

Dubai Business Forum Germany brought together senior business leaders, investors, policymakers, and innovators from Dubai and Germany to explore new avenues for trade, investment, and collaboration. Hosted in Hamburg — a historic trading hub with deep ties to the UAE — the Forum showcased Dubai's dynamic economic landscape and its vision under the D33 Economic Agenda to become one of the world's top three global cities for business by 2033. Discussions highlighted shared strengths in advanced manufacturing, logistics, renewable energy, AI, and innovation, creating a strong platform for future partnerships.

## Key Achievements

**218** German Attendees & Media

**44** Dubai Delegation

**262** Grand Total Attendees

**17** Session

**28** Speakers

**25** B2B Meetings

Strong lead generation response: **60%** of respondents indicated new business interest

MOU signed with **Dubai Future Foundation & Hamburg Chamber of Commerce**



# Dubai Official Delegation



Led by HE Eng Sultan Bin Saeed Al Mansoori, Dubai Chambers' delegation consisted of 44 delegation members, drawn from the key pillars of Dubai's business and investment ecosystem, as well as relevant industries from the private sector.

Between government entities, Free Zones and business leaders, the Dubai economy was strongly represented, showcasing the emirate's dynamic and diversified business landscape. The forum provided a valuable platform for high-level networking, resulting in strong leads and promising opportunities for business growth.

Notably, there was a strong interest in collaboration, particularly in emerging sectors such as AI-driven technologies and innovative startups. The event underscored the mutual commitment to fostering strategic partnerships and unlocking new avenues for investment and innovation.

Example of entities represented:

- ❖ Department of Economic Development of Dubai
- ❖ Economic Security Center of Dubai
- ❖ Dubai Health Authority
- ❖ Emirates SkyCargo
- ❖ Dubai Future Foundation
- ❖ Dubai Integrated Economic Zones
- ❖ Expo City Dubai
- ❖ TECOM
- ❖ DIFC Innovation Hub
- ❖ Dubai Healthcare City

# Programme Highlights



## Strengthening Global Trade Relations

Speakers emphasized the importance of open trade, innovation, and cross-border collaboration amid global economic volatility. Dubai's evolving role as a gateway to emerging markets in Asia and Africa was highlighted, along with the city's agility, strong infrastructure, and pro-business policies.

## Advancing Innovation & Manufacturing

Panels explored the growing synergies between German industrial expertise and Dubai's innovation-driven economy. The discussion covered opportunities in:

- Digital transformation
- AI and frontier technologies
- Advanced manufacturing
- Green energy & hydrogen
- Supply-chain and logistics

## Economic Vision & D33 Agenda

Leaders shared insights into Dubai's strategy to double its economy, deepen international partnerships, and expand its innovation ecosystem — from AI sandboxes to free zone clusters.

# Featured Quotes



*“This is the first time our flagship forum is being held in a European Union country”*

**H.E. Eng. Sultan Bin Saeed Al Mansoori,  
Chairman, Dubai Chambers, UAE**



*“Dubai is the best option as an export hub across the fast-growing economies of the global South”*

**H.E. Mohammad Ali Rashed Lootah,  
President & CEO, Dubai Chambers, UAE**



*“It’s extremely important to get together and create a bigger regime for German and European countries to reach terrains that are not accessible today”*

**Abdulla Al Hashmi, Chief Operating Officer  
- Parks and Zones, DP World GCC, UAE**



*“Dubai’s economic agenda is our ten-year plan for improving the economy, doubling GDP, and making sure every company is aligned to our North Star, which is making Dubai one of the top 3 trading cities in the world”*

**Dr Marwan Al Zarouni, CEO of AI,  
Dubai Department of Economy and Tourism, UAE**

# Featured Quotes



*"We're excited to see how we can play a role in helping new partners come to Dubai and reach the rest of the world"*

**Mohamed Sharaf, Chief Operating Officer,  
Dubai Economic Development Corporation, UAE**



*"This network between Hamburg and Dubai is unique. As Hamburg Chamber, we have a representation office in Dubai, and it is well-connected to provide access to the whole region"*

**Dr. Malte Heyne, CEO,  
Hamburg Chamber of Commerce, Germany**



*"This partnership isn't just about trading goods or investing capital. It's increasingly about innovating together – about building the future industries side by side. Let's look at how Germany and the UAE are co-creating the future in technology and energy."*

**Anthony O'Sullivan, UAE Managing Partner, EY, UAE**





*“Civil servants take risks which are necessary for them to have results; that’s why the UAE ranks in the top 10 for good governance and efficiency.”*

H.E. Mohammad Ali Rashed Lootah,  
President & CEO, Dubai Chambers, UAE

# Plenary Speakers

## Dubai Speakers

H.E. Eng. Sultan Bin Saeed Al Mansoori, **Chairman, Dubai Chambers, UAE**

H.E. Ahmed Alattar, **Ambassador of the United Arab Emirates to the Federal Republic of Germany**

H.E. Mohammad Ali Rashed Lootah, **President & CEO, Dubai Chambers, UAE**

Mohammad Alblooshi, **CEO, DIFC Innovation Hub, UAE**

Mohamed Sharaf, **Chief Operating Officer, Dubai Economic Development Corporation, UAE**

Abdulla Al Hashmi, **Chief Operating Officer - Parks and Zones, DP World GCC, UAE**

Dr Marwan Al Zarouni, **CEO of AI, Dubai Department of Economy and Tourism, UAE**

Anthony O'Sullivan, **UAE Managing Partner, EY, UAE**

Edward Bell, **Acting Chief Economist & Head of Research, Emirates NBD, UAE**

## German & International Speakers

Dr. Malte Heyne, **CEO, Hamburg Chamber of Commerce, Germany**

Dr. Hendrik Brandis, **Co-Founder and Partner, Earlybird Venture Capital, Germany**

Walter Pasquarelli, **Advisor and Speaker on GenAI Policy**

Stefan Kirschke, **CFO and Member of the Group Executive Board, Körber AG, Germany**

Stephan Heller, **Founding Partner, AlphaQ Venture Capital, Germany**

Max Heinemann, **Owner and Co-CEO, Gebr. Heinemann SE, Germany**

Dr. Nicole Renvert, **Managing Director International Economic Relations, DIHK (German Chamber of Commerce and Industry), Germany**



# Enabling Growth

## Briefings

The afternoon briefings spotlighted Dubai Chambers' latest strategic initiatives designed to help members expand into international markets. The sessions focused on strengthening companies' connections with key global stakeholders and unlocking new avenues for accelerated growth.

A set of parallel discussions also walked participants through the incentives and ecosystem advantages offered by leading Dubai entities, including the Dubai Integrated Economic Zones Authority, Expo City Dubai, TECOM Group, Dubai Healthcare City Authority, Jebel Ali Free Zone, and Sandbox Dubai.



Mohammad Alkassim, **Director – Investment Attraction, Global Markets Sector Dubai Chambers**

Mitch Bittermann, **Senior Vice President – Commercial, Dubai Commercity**

Omar Abdulaziz, **Senior Director, Sales & Business, Dubai Silicon Oasis**

Mohammad Khalid AlShirawi, **Senior Executive, Dubai Airport Free Zone**

Nadim Badran, **Director – Commercial & Engagement, Expo City Dubai**

Ammar Al Malik, **Executive Vice President – Commercial, TECOM Group**

Faisal Hammoud, **Director of Business Development, TECOM Group**

Jaffar Bin Jaffar - **Director of Leasing and Property Management/Director of Partnerships**

Anders Kron, **Vice President – Business Development, DP World GCC**

Jan Neutze, **Director of Sandbox Dubai, Dubai Future Foundation**

# Official DBF Gala

Serving as the official launch of Dubai Business Forum Germany, the DBF Gala took place at Vier Jahreszeiten, on Monday, 19th May 2025, at the Vier Jahreszeiten Hotel, Hamburg.

Attended by distinguished leaders from the Dubai and German business ecosystems alongside top tier business decision-makers, this prestigious gathering provided a unique opportunity for guests to network and foster bilateral business relations in an intimate and engaging setting.





# GITEX Europe



On the 21st May, the Dubai delegation visited GITEX at Messe Berlin, where they actively engaged with global innovators, entrepreneurs, and industry leaders.

After attending the Inaugural Opening Ceremony in the presence of Kai Wagner, Mayor Berlin, the delegation proceeded to explore the exhibition while some of the delegates engaged in pre-arranged B2B meetings.

GITEX showcased Dubai's strength and rapid progress in innovation, reinforcing its position as a global hub for technology and business. The delegation made valuable new connections and explored opportunities for collaboration across emerging sectors, particularly in digital transformation and smart technologies.

GITEX Europe proved to be another excellent platform for startups and businesses to attract interest and build partnerships. The strong presence at the exhibition underscored Dubai's commitment to fostering innovation-driven growth and expanding its global economic footprint.

The visit to GITEX was concluded with an Evening Networking Reception at one of Berlin's most renowned venues, the Wasserwerk Berlin.





# DUBAI BUSINESS FORUM GERMANY

POWERED BY  
DUBAI CHAMBERS