

DUBAI BUSINESS FORUM GERMANY

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Dubai Business Forum Germany

Innovate, Invest, Integrate:

Forging a New Path for Dubai-German Economic Synergy

20 May 2025 – Hamburg

The economic relationship between Dubai and Germany has evolved into a high-impact partnership, driven by a shared vision for innovation, investment, and global expansion. As Dubai accelerates its ambition to become a top three global economic hub by 2033 under the D33 Economic Plan, German businesses and investors have a unique opportunity to leverage the emirate's business-friendly environment, tax incentives, and access to international markets.

This Forum provides a platform to explore investment-friendly sectors with multinational corporations, venture capital firms, high net worth individuals and Germany's Mittelstand, all motivated to tap into one of the world's most dynamic economies and explore new connections. Explore how German firms and investors are poised to benefit from a high-growth, future-focused business landscape.

Plenary Forum Programme

08:15 – 09:00	Registration & Networking
09:00 – 09:15	Welcome by Master of Ceremony Ali Aslan, International TV Presenter, Moderator & Journalist
09:15 – 09:30	Opening Remarks: A Strategic Business Alliance: Advancing Mutual Growth H.E. Eng. Sultan Bin Saeed Al Mansoori, Chairman, Dubai Chambers, UAE

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09:30 – 09:40

Welcome Address

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

09:40 – 09:55

Setting the Scene: Trade and Investment Trends

Between Germany and the UAE

In this TED-style talk, we explore the evolving trade and investment landscape between Germany and the UAE. Uncover the key sectors driving bilateral growth and how businesses are planning on leveraging these emerging opportunities. With both nations committed to innovation, market trends point towards AI-driven industries, smart infrastructure, and resilient supply chains as the next frontier of economic partnership, but what does the latest data actually show and what are the opinions of executives that drive direct investment. Gain insights into the challenges, strategies, and possible solutions that will define the future of German-UAE trade relations and discover how shifting economic priorities are shaping new opportunities for collaboration.

Confirmed Speaker:

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

09:55 – 10:20

Dubai & Germany - Future of Investment Unlocking Bilateral Opportunities

In 2023, Dubai launched a new strategy designed to position Dubai among the world's top three global economic hubs by 2033. With a targeted economic output of \$8.7 trillion, this transformative vision is shaping the future of trade, investment, and economic expansion. In this dynamic session, we will explore how German and European businesses, investors, and entrepreneurs can leverage Dubai as a strategic trading and investment hub for regional and global expansion. Our experts will examine how Dubai's progressive regulatory framework, tax advantages, and investment-driven incentives are fostering cross-border transactions and business growth between the UAE and Europe. Explore the rise M&A activities and private investments, where strategic partnerships are driving expansion in key sectors. For High-Net-Worth Individuals and MNCs, the landscape has never been more promising, offering unparalleled access to new wealth management solutions, residency benefits, and investment-driven opportunities. Join our expert panel as they discuss the game-changing trends shaping the future of UAE-German business collaboration.

Confirmed Speakers:

H.E. Mohammad Ali Rashed Lootah, President & CEO, Dubai Chambers, UAE Dr. Malte Heyne, CEO, Hamburg Chamber of Commerce, Germany

Moderator:

Ali Aslan, International TV Presenter, Moderator & Journalist

10:20 – 10:40

Networking Break

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10:40 – 11:05

Venture Capital & Scaleups – Accelerating European Innovation in Dubai

Dubai is on a mission to incubate 30 unicorns in the next decade, but how is the city turning bold ambition into reality and what are the opportunities for German and European key players? This deep dive session explores how Dubai is rapidly evolving into a global startup powerhouse, attracting world-class founders, investors, and disruptors. With government-backed incentives, funding programmes, and the regulatory sandbox approach, Dubai is creating the ideal launchpad for innovation. From fintech to healthtech, AI to sustainability, learn which sectors hold the greatest promise for VC investment. Hear from our speakers as they evaluate Dubai's plans to scale ideas into billion-dollar businesses and learn how global entrepreneurs are tapping into the region's dynamic ecosystem, leveraging strategic advantages, and securing funding to accelerate growth.

Confirmed Speakers:

Mohammad Alblooshi, CEO, DIFC Innovation Hub, UAE

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

Moderator:

Walter Pasquarelli, Advisor and Speaker on GenAI Policy

11:05 – 11:40

Bridging Markets: Dubai as the Gateway for German Industrial Growth

Germany's reputation for engineering, precision manufacturing, and industrial innovation is globally recognised. Now, with Dubai's D33 Strategy, new opportunities for German and European investment are available, that prioritises growth, innovation, and sustainability. This deep dive session explores how Dubai is becoming the ideal regional hub for German automotive, logistics, and manufacturing giants, as well as Mittelst and companies seeking global expansion. With world-class logistics, infrastructure, and supply chain advantages, Dubai offers a seamless gateway for German exporters to emerging markets across the Middle East, Africa, and Asia. Dubai's long-term net-zero strategy opens opportunities in green hydrogen, solar energy, and sustainability-focused projects. How can German investors and industrial leaders participate in this transformation? Join our experts as they discuss the next big industrial and green energy opportunities in Dubai.

Confirmed Speakers:

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

Abdulla Al Hashmi, Chief Operating Officer - Parks & Zones, DP World GCC, UAE
Stefan Kirschke, CFO & Member of the Group Executive Board, Körber AG, Germany

Moderator:

Alasdair Ross, Countries Editor, The Economist's 'The World Ahead'

11:40 – 12:05

Dubai x Germany: Pioneering the Future of Tech & Investment

Dubai is working hard to help foster the future of technology and rapidly emerging as a global hub for AI, Web3, and digital assets. But what does this mean for investors, startups, and innovators, especially from Germany's deep-tech and fintech ecosystems? In this expert dialogue, we explore government-backed R&D funding, paving the way for German deep-tech startups in biotech, life sciences, and AI to scale in Dubai's thriving ecosystem. Fintech, healthtech, and smart mobility are at the forefront of investment opportunities, with Dubai providing a robust framework for IP protection and innovation-driven growth. Join us as we break down how Dubai is attracting global founders, accelerating next-gen technology, and creating unparalleled opportunities for investors in the digital economy.

Confirmed Speakers:

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

Stephan Heller, Founding Partner, AlphaQ Venture Capital, Germany

Moderator:

Walter Pasquarelli, Advisor and Speaker on GenAI Policy

12:05 – 12:40

The Future of Trade & Global Expansion

For businesses looking beyond borders, Dubai is at the heart of the world's most critical trade routes, bridging Asia, Europe, and Africa with unmatched connectivity and ambition. But under the D33 Strategy, its role is evolving—positioning Dubai as a global leader in digital trade, investment, and market expansion. In this panel discussion with top economists and corporate executives with deep FDI experience, they will explore why key sectors are driving FDI, from real estate and tourism to e-commerce and financial markets. With Dubai's financial market reforms and capital market incentives, global businesses and investors have access to capital and high-growth opportunities. As the experience economy and digital trade reshape global commerce, how can businesses leverage Dubai's strategic position to scale internationally and who will gain the greatest advantage?

Confirmed Speakers:

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

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

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

Moderator:

Alasdair Ross, Countries Editor, The Economist's 'The World Ahead'

12:40 – 13:00

MC's Plenary Closing & Key Takeaways

13:00 – 14:20

Networking Lunch followed by Pre-Arranged Bilateral Meetings and Enabling Growth Briefings

Afternoon Programme

In the afternoon of the Dubai Business Forum, we are also pleased to announce that we will be providing “Enabling Growth” sessions which will offer a comprehensive overview of Dubai’s investor-friendly landscape, providing a deep dive into the sector-specific free zones that make Dubai a globally competitive hub for investment.

These sessions will showcase the wide range of incentives and initiatives available to businesses, with a particular focus on how you can leverage these advantages to fuel expansion and achieve sustainable growth in Dubai and across the region.

We will also have a dedicated session led by Dubai Chambers, presenting our strategic initiatives which support expanding your business into Dubai and international markets. Delegates can also utilize our custom-made business meeting space, the “Connect Hub” as a prime opportunity to build strategic connections and explore collaborative ventures.

Enabling Growth Briefing Room 1

Facilitator:

Ali Aslan, International TV Presenter, Moderator & Journalist

14:20 – 14:50

Enabling Growth: Dubai Chambers Global Markets

Learn about Dubai Chambers’ strategic initiative launched to support its members in expanding their business into international markets. The Global Markets team facilitates business matchmaking and partnerships, helping companies build relationships with key stakeholders, exponentially unlocking growth potential.

Confirmed Speaker:

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

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14:50 - 15:00

Networking Break

15:00 – 15:40

Growth: DIEZ (Dubai Integrated Economic Zones Authority)

Discover the Dubai Integrated Economic Zones Authority (DIEZ) - a key driver in strengthening Dubai's position as a leading global business hub. DIEZ brings together a world-class ecosystem and an expansive international network across three renowned economic zones: Dubai Airport Free Zone (DAFZ), Dubai Silicon Oasis (DSO), and Dubai CommerCity (DCC).

By attracting significant foreign direct investment from across the globe, DIEZ along with its robust supporting platforms - offers a comprehensive 'work, live, play' proposition, empowering international investors, and businesses to flourish in the region and beyond.

In this session, you'll find out all about:

Dubai Airport Free Zone (DAFZ)

Dubai Silicon Oasis (DSO)

Dubai CommerCity (DCC)

Oraseya Capital

Confirmed Speakers:

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

Enabling Growth Briefing Room 2

Facilitator:

Walter Pasquarelli, Advisor and Speaker on GenAI Policy

14:20 – 14:50

Enabling Growth: Expo City Dubai

The transformed site of Expo 2020 Dubai has been repurposed into a vibrant, sustainable, and future-oriented community, home to innovative companies envisioning and bringing the future to life. Join leaders to explore how this free zone can catapult your company's growth in a cultivating environment.

Confirmed Speaker:

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

14:50 - 15:00

Networking Break

15:00 - 15:30

Enabling Growth: TECOM Group

This presentation will provide a comprehensive overview of TECOM Group and its role in strengthening Dubai's economy. We will explore why Dubai is an attractive business destination for European companies from six vital economic sectors, highlighting successful examples of German and European enterprises within the TECOM Group's ecosystem of more than 11,900 customers across its 10 business districts.

Confirmed Speakers:

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

Faisal Hammoud, Director of Business Development, TECOM Group

15:30 - 15:40

Networking Break

15.40 - 16.00

Enabling Growth: Dubai Healthcare City Authority

An opportunity to hear about Dubai Healthcare City Authority's (DHCA) role in advancing Dubai Healthcare City (DHCC) as Dubai's enabling healthcare and wellness free zone. Explore why DHCC – home to over 100 regional headquarters of global names and around 190 clinical facilities, including 10 hospitals – offers a compelling opportunity for investors seeking access to a dynamic, sector-focus ecosystem. DHCC operates at the intersection of healthcare, wellness, community living and regulation. It facilitates business set-up across medical care, wellness, academic, research, pharmaceuticals, medical equipment and support services. By joining DHCC's ecosystem, investors become part of a community that enables business growth and benefits from purpose-built infrastructure designed to support innovation and expansion.

Confirmed Speaker:

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

Enabling Growth Briefing Room 3

Facilitator:

Alasdair Ross, Countries Editor, The Economist's 'The World Ahead'

14:20 – 14:50

Enabling Growth: JAFZA (Jebel Ali Free Zone)

JAFZA – The Manufacturing Hub for the Middle East, India, and Africa. Explore how German companies can expand their exports by leveraging JAFZA's infrastructure, connectivity, and business-friendly environment. Learn how the UAE's strategic location, Free Trade Agreements, and pro-business policies can help you grow your market presence across one of the fastest-growing regions in the world.

Confirmed Speaker:

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

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14:50 - 15:00

Networking Break

15:00 – 15:30

Testing Tomorrow, Today: Sandbox Dubai as a Platform for Regulatory Innovation

This session will provide an overview of Sandbox Dubai, a new initiative of the Dubai Future Foundation. Sandbox Dubai has recently been established as a central platform for granting temporary regulatory exemptions for companies wanting to test their innovations in market, working in close partnership with regulators in Dubai and across the UAE.

Confirmed Speaker:

Jan Neutze, Director of Sandbox Dubai, Dubai Future Foundation

16:00

Event Close