

Jafza business model impresses hi-tech companies at Hannover Messe

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Jafza (Jebel Ali Free Zone) showcased its sophisticated, investor-friendly suite of offerings, supporting Dubai's competitive edge as dynamic regional business hub at the recently concluded Hannover Messe Exhibition, regarded as the world's foremost industrial exhibition. A large number of technology companies visited Jafza stand showing their keen interest to set-up their regional hub at the free zone.

Over 6,500 exhibitors from various sectors including energy, research and technology, factory automation, micro technology, pipeline technology, robotics participated in the event which was held in Germany from 4th to 8th April.

Talal Al Hashimi, Managing Director, EZW-UAE Region, Adil Al Zarooni SVP, EZW-Global Sales and Mansoor Al Bastaki, Regional Manager- Europe, EZW-Global Sales, represented Jafza at the exhibition. The participation of senior officials was aimed at promoting Dubai's status as the most attractive investment destination in the region as well as highlighting the world-class facilities and services and unmatched logistics matrices that Jafza offers.

Jafza has emerged as the preferred business destination for European companies looking to base themselves in the MENA region and has over 1500 companies from the continent based there including 181 German companies like DHL, Danzas, Dorma, Beiersdorf, BASF, Daimler, Hormann, ThyssenKrupp, Beyer, Siemens and many others.

Last year alone, 18 German companies established base in Jafza including Energy Company Westhaus, building company GHI Formwork and VAG-Armaturen among others.

Adil Al Zarooni said: "Hannover Messe is the world's biggest industrial fair and sees established and pioneering companies alike, showcasing the latest in technology and industrial know-how. This year's show was exceptional and the response from the European business community has been very positive with a

number of technology companies displaying a keen interest in Dubai and Jafza in particular. The free zone has consistently sought to provide a favourable environment to the industrial, trade and logistics sectors. Germany is an important trade partner and we look forward to welcoming more German companies to the Jafza community.”

According to [Dubai World](#)'s Statistics Department, the non-oil trade between Dubai and Germany in 2010, up 11% from the previous year, was valued at AED 20.6 billion. Imports stood at AED 19.6 billion while exports and re-exports were AED 369 million and AED 635 million respectively.

Over the years Jafza has been playing a vital role in boosting Dubai's economic ties with Germany. The trade between Jafza and Germany was valued at AED 5.6 billion in 2010.

Hannover Messe is one of the world's largest events for industrial technology, products and technical innovation and end-to-end solutions. Germany's Federal Chancellor Dr. Angela Merkel and the French Prime Minister Francois Fillon opened Hannover Messe 2011 before an audience of 2,400 invited VIPs, among who were over 120 political delegations from abroad. Hannover Messe 2011 attracted a total of well over 230,000 visitors. This represents growth of 10 to 15 percent over the 2009 event.

