



UAE as launch pad for Innovation & Technology companies

Zoë Harries Director, Free Zone Masdar City, Abu Dhabi



Abu Dhabi – No 1 Ease of doing business in the Middle East



Abu Dhabi is the capital city of the United Arab Emirates (UAE)



Located at the intersection of Europe, Asia and Africa



Abu Dhabi's GDP is
USD249 billion, accounting
for 60% of the UAE's total GDP¹



The UAE has the 7th highest GDP per capita in the world²



No. 1 for ease of doing business in the Middle East and 12th globally



Global hub - 80% of the world's population within an eight-hour flight



World-class education home to the world's first Al university³



Named the most livable city in the Middle East and North Africa4



Voted the **safest city in the world** for the 5th consecutive year in 2021⁵



MASDAR CITY
THE ULTIMATE SUSTAINABLE URBAN
DEVELOPMENT for R&D, TECH &
INNOVATION

Abu Dhabi, United Arab Emirates



World's largest cluster of sustainable buildings with Estidama and LEED certification



Pioneering real-world solutions in energy, water, waste management, mobility, and smart technologies



Home to more than 1,150 local and international companies registered with Masdar City Free Zone





Masdar City – Quick Stats

Masdar City has created a commercially viable R&D, tech and innovation hub within a sustainable city - providing an enhanced quality of life with the lowest possible environmental footprint.

Masdar City to be the first

"4 PEARL"

community in
Abu Dhabi based
on the emirate's
mandatory
sustainability
guidelines

Masdar City buildings designed to be at least

40%
more energy and
water efficient than
conventional urban
buildings

40,000 people will work, research and study at Masdar City

Buildings are
constructed with
low-carbon cement
and other
locally-sourced and
verified materials



Uses power generated by

10MW solar PV farm and

1MW poftop solar PV



2+
MILLION
passengers carried

passengers carried using sustainability mobility technologies







A Thriving Business Ecosystem

Masdar City has fostered a thriving **ecosystem**; attracting some of the most **iconic governmental**, **educational**, **and private entities**

Government Entities



























Private Entities

















Masdar City is Recognized by World Leaders

Masdar City as a top
destination to showcase its
innovative ecosystem to
visiting heads of state and
diplomatic delegations

Masdar City's Comprehensive Eco-System









New businesses that intend to develop, validate and build a scalable economic model





Blue-chip and mid to large-size tenants from innovation and technology-related industries



Fixed-term, cohort-based programs including mentorship components

Can be either privately or publicly funded and cover a wide range of industries



Start-up and mid-tier companies



Anchor tenants



MOHAMED BIN ZAYED
UNIVERSITY OF
ARTIFICIAL INTELLIGENCE





Universities and research institutions dedicated to education and research









Sustainable Master Planning Principles

- Compact urban mid-rise environment
- Narrow streets and buildings that shade each other
- City shifted to catch prevailing winds

- Green fingers and open space
- Community centers and courtyards in walking distance
- Commercial center surrounded by residential neighborhoods













From an amenities' perspective, Masdar City offers a wide variety of topclass facilities including multiple parks and recreation areas where friends and families can enjoy being outdoors. Masdar City features shaded plazas for neighbors to meet and children to play and is home to numerous restaurants and cafes, as well as a fully fledged shopping center.

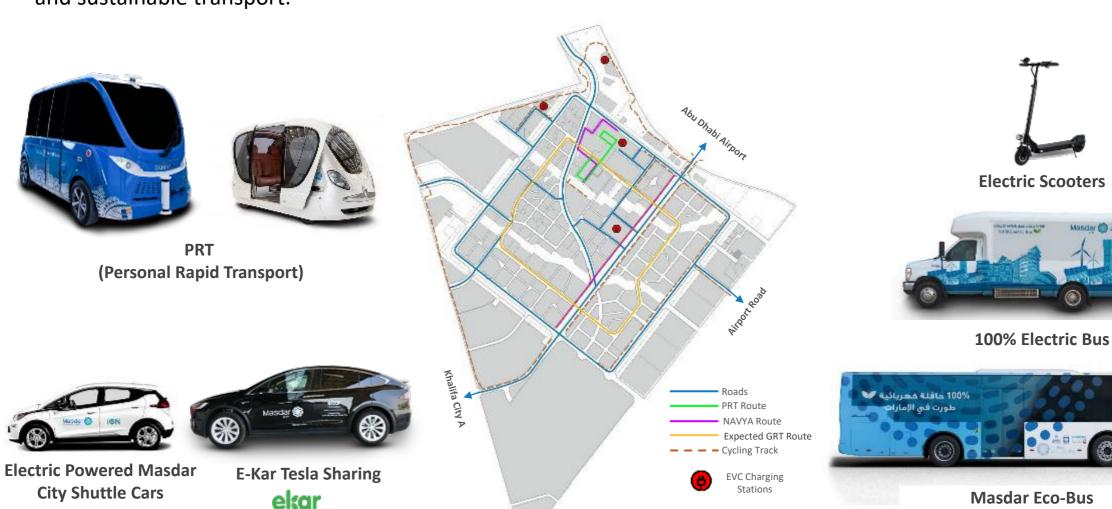
Masdar City promotes a healthy lifestyle and has developed a 6km walking, running and bicycle path route called 'Al Mamsha,' which is currently being expanded to 10km. It also continues to develop its sporting facilities, which currently includes paddle tennis, basketball, volleyball courts, as well as an impressive FIFA regulation football pitch.





Accessibility and Mobility

Masdar City has pioneered two generations of autonomous vehicles and pushed the boundaries of alternative and sustainable transport.







Masdar City – Advantages



100% foreign
ownership:
no need for local
sponsor



100% tax free from corporate & personal income taxes



0% import tariffs and no import duties



Freedom of repatriation of capital & profits



One-stop shop: quick and easy set-up



Cost effective licensing & office space



Strategic location between Abu Dhabi & Dubai



R&D hubpartnering with
Khalifa University



Masdar City Free Zone is a growing hub for innovation-focused businesses. With over 450 business activity options, it provides a business-friendly ecosystem and a base for successfully launching and growing any enterprise.

Winner of the Financial Times 2017 award for 'Best Free Zone for Startup Support'



Business Community

A thriving business community in one of the world's most sustainable urban developments

Strategically Located

Proximity to AUH Airport and customs port with no import taxes

The Only Approved R&D Cluster in Abu Dhabi

Laboratories & testing facilities Corporate offices & co-working space

Cost Effective

Most competitive amongst all other free zones

Golden Visa Processing

Facilitating the process and submitting of **Golden Visas** for all eligible candidates and their families

Added Value Services

All necessary services to facilitate living in the UAE for entrepreneurs are available within one location

Access to Academic Research









Joint Venture between







To encourage and stimulate entrepreneurship, Masdar City launched The Catalyst, the region's first sustainability-focused 'start-up accelerator'. The joint venture with BP provides selected applicants with capital that can be converted into equity should their business bear fruit over the long term and has encouraged entrepreneurship and innovation in the City.

Masdar City businesses can enjoy participating in Abu Dhabi Sustainability Week A leading global platform, attracting government, academia, and business













WOMEN in Sustainability, Environment and Renewable Energy



180 MINISTERS











175
COUNTRIES























Numerous technology pilots have already been implemented at Masdar City

By developing and continuously hosting several R&D initiative and pilot projects across a range of innovation topics covering mobility, transportation, renewable energy, and sustainable living.





















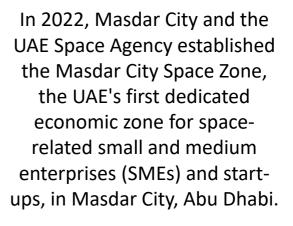




MASDAR CITY SPACE ZONE

Join the UAE's first hub for spacetech startups and entrepreneurs

masdarcity.ae



Masdar City Space Zone

THE BENEFITS

The Space Zone encourages business and space industry development through an integrated package of benefits. Entrepreneurs and companies based in the Space Zone will be provided:



Mentorship and networking and investment opportunities



Visa services





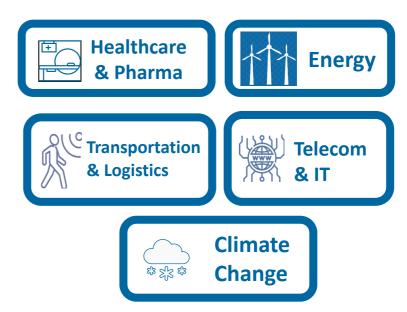
Close cooperation with leading global research centers



Tailor-made business licenses



The Mohamed bin Zayed University of Artificial Intelligence (MBZUAI) in Masdar City, is the world's first graduate-level, research-based AI academic institution to support the advancement of scientific research. It aims the development, transfer, and use of Artificial Intelligence that allow students to fulfill their intellectual potential in a state-of-the-art environment.



Success Stories at Masdar City

- **G42 Healthcare:** Has set up one of the world's largest testing and diagnostics laboratory to fight the COVID-19 pandemic and conducting the world's first Pan Arab clinical trials for an inactivated COVID-19 vaccine and other initiatives.
- Azelio: A solar energy storage innovation project harnessing the sun's thermal energy and storing it for conversion to electricity.
- **Seramic Materials:** Developing turnkey solutions to repurpose industrial waste into value-added products such as ceramic.
- **De L'Arta:** An outdoor Living Laboratory, De L'Arta seeks to regenerate, recover and up-cycle natural resources through the creation of a circular economy.
- Volts Battery Storage: An in-house smart battery management system for managing and monitoring consumption within the home.
- Safe City: Leveraging AI technologies to provide world-class solutions for smart and safe cities
- Masdar Solar Hub: A globally recognized center of excellence in photovoltaics and solar thermal energy technologies.
- **Electric Storage Solutions Hub:** A state-of-the-art testing and R&D hub for electric energy storage technology.



Masdar City plays two roles for the UAE in Abu Dhabi

Economic, R&D, Innovation Development



Sustainability Catalyst



SPEAKER PROFILE





Zoë Harries Director, Free Zone, Masdar City

Zoë Harries, leads the Free Zone at Masdar City, Global Innovation & Technology Hub, Abu Dhabi, United Arab Emirates

Masdar City is a pioneer in sustainability and a hub for research and development, spearheading the innovations to realize greener, more sustainable urban living. Masdar City Free Zone is a thriving business community, home to a diverse, innovative and ambitious collection of companies, ranging from start-ups, SMEs to Global Fortune 500 companies.

Prior to joining Masdar City, Zoë worked as a Foreign Direct Investment (FDI) and Economic Zones Advisor, offering intellectual guidance and support to governments, multilateral organizations and free zones on competitiveness in attracting FDI.

She is a keynote speaker and guest lecturer on topics such as FDI Trends, Economic Zones, Global Value Chains, Location Competitiveness, Sustainability (SDGs). Zoë holds a BSc. in Economics and International Business Administration from Amsterdam University of Applied Sciences.



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