



DP WORLD SUPPORTS UAE'S RISE AS INNOVATION HUB

Employees in UAE terminals commemorate National Day with customers and partners focusing on innovation

DP World Innovation Stand at Dubai Mall marks 44th UAE National Day

Dubai, United Arab Emirates, November 29, 2015:- DP World has marked the UAE's 44th National Day with innovation and technology as its theme in line with the first ever country-wide Innovation Week.

Led by HE Sultan Ahmed Bin Sulayem, Chairman, DP World, a colourful ceremony was held at the DP World Head Office in Jebel Ali, with speeches and traditional Emirati festivities.

The National Day celebrations marked 44 years of achievement with traditional cultural displays, including handicrafts, old souq grocery shops and a typical Bedouin tent, to showcase the UAE's rich heritage.

Visitors were greeted with traditional games, henna sessions and an opportunity to be photographed with a live falcon. Offerings of qahwa in an old coffee house as well as an Emirati culinary demonstration were also on show.

A special display to remember the members of the armed forces who were martyred in Yemen recently was also featured.

The function was attended by DP World's top management, senior representatives of customers, senior managers and employees of DP World, UAE Region, Economic Zones World, Jafza, Dubai Trade and World Security.

HE Sultan Ahmed Bin Sulayem, Chairman, DP World, said:

"Today we mark 44 years of achievements of our nation, a story of success continuing our leaders' strategic thinking and the values of collaboration, innovation, hard work and the determination to succeed.

"Innovation has shaped DP World's development from the very beginning. As HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, highlights it is not an intellectual luxury. Innovation is the secret behind the renaissance of the UAE and DP World's success.



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“The country is the region’s leading innovation hub and the first ever Innovation Week in which DP World is playing its part showcases our emergence as a leader in this field through the use of smart technology for the benefit of our people.”

A highlight of National Day is the DP World Innovation stand at Dubai Mall open until December 4 giving visitors a glimpse of the high-tech world of container terminal operations at Jebel Ali Port, a major contributor to trade growth in the UAE.

Thousands of people have already visited the stand where some of the state-of-the-art technology across DP World’s global operations are showcased.

Examples included 59 driverless electric trucks, known as automated guided vehicles at Rotterdam World Gateway (‘RWG’), the use of security drones at its ports allowing live video coverage of areas not in view of fixed camera networks, remotely controlled quay cranes at its flagship Jebel Ali Port in Dubai operated by female UAE national crane operators and a 3D virtual reality tour of port operations.

HE Sultan Bin Sulayem, added:

“We take great pride in flying the UAE’s national colours at our marine terminals across the world. Investing in our people and technology is part of our DNA and we are proud that have developed the company as a global leader as well as making Jebel Ali Port the most productive container port in the world.”

DP World hosted National Day events to celebrate 44 years of success at other UAE ports, including Mina Rashid, Mina Al Hamriya in Dubai.

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