



## Market Insights

We the UAE 2031: A game-changer for businesses looking to expand globally





The UAE will maintain its position as an economic destination... Economic prosperity, social well-being and development of human capital will be the main pillars of the next 50.



Sheikh Mohammed bin Rashid Al Maktoum  
Vice President, Prime Minister, Minister of Defence of the  
United Arab Emirates, and ruler of Dubai

## Introduction

# We the UAE 2031

'We the UAE 2031', is a transformative plan that aims to position the United Arab Emirates (UAE) as a global leader in various sectors. This visionary roadmap, introduced by the UAE government, outlines a comprehensive strategy for the nation's development and growth. It serves as a game-changer for businesses seeking to expand globally, providing them with a favourable environment to thrive and succeed.



We the UAE 2031

# A vision of prosperity

The 'We the UAE 2031' vision is a comprehensive national plan that charts the UAE's developmental course over the next decade.

It encompasses critical aspects such as social development, economic growth, investment, and overall advancement. At its core, this vision seeks to bolster the UAE's status as a global economic hub that is not only attractive but also influential on the world stage. It serves as a testament to the UAE's commitment to fostering partnerships and creating opportunities for global stakeholders.

Building on the foundation laid by UAE Vision 2021, which prioritised healthcare, education, sustainability, and infrastructure, the We the UAE 2031 vision expands its horizons to encompass an even wider spectrum of development.



# The four pillars of progress

1

## Forward society

This facet of the vision aims to enhance the well-being of society by elevating the capabilities of its citizens and empowering them to make effective contributions across all sectors.

2

## Forward economy

Support businesses by providing a business-friendly regulatory framework, reducing bureaucratic hurdles, and encouraging private sector participation.

3

## Forward diplomacy

Strengthen the UAE's global influence and cooperation grounded in respecting human values and fostering international partnerships.

4

## Forward ecosystem

Provide incentives like funding, mentorships, infrastructure to nurture startups and foster innovation in the thriving startup ecosystem.

# Key national objectives

1

## Double GDP to AED 3 trillion

Double the UAE's current GDP from AED 1.49 trillion to AED 3 trillion by 2031 through economic diversification and growth in sectors like technology, finance, tourism and renewable energy.

2

## Achieve AED 800 billion in non-oil exports

Double the UAE's current GDP from AED 1.49 trillion to AED 3 trillion by 2031 through economic diversification and growth in sectors like technology, finance, tourism and renewable energy.

3

## Lift tourism sector contribution to AED 450 billion

Elevate tourism sector contribution to GDP to AED 450 billion by attracting 25 million tourists annually through investments in hospitality, cultural attractions and entertainment.

4

## Raise foreign trade value to AED 4 trillion

Increase the value of UAE's foreign trade to AED 4 trillion by streamlining trade procedures, reducing barriers and improving logistics infrastructure.

5

## Attain top global rankings

Target top global rankings in emerging sectors, HDI, healthcare, quality of life, talent attraction, safety and cybersecurity through progressive policies and initiatives.

Government entities, institutions, and the private sector in the UAE will work together to advance development as outlined in the 10-year 'We the UAE 2031' plan. This spirit of **collaboration** creates an environment that is welcoming for global businesses looking to expand.

The 'We the UAE 2031' vision sets the stage for a new era of economic growth and development in the United Arab Emirates. By focusing on pillars like the forward economy and forward ecosystem, the government is creating an environment where businesses and investors can thrive.

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