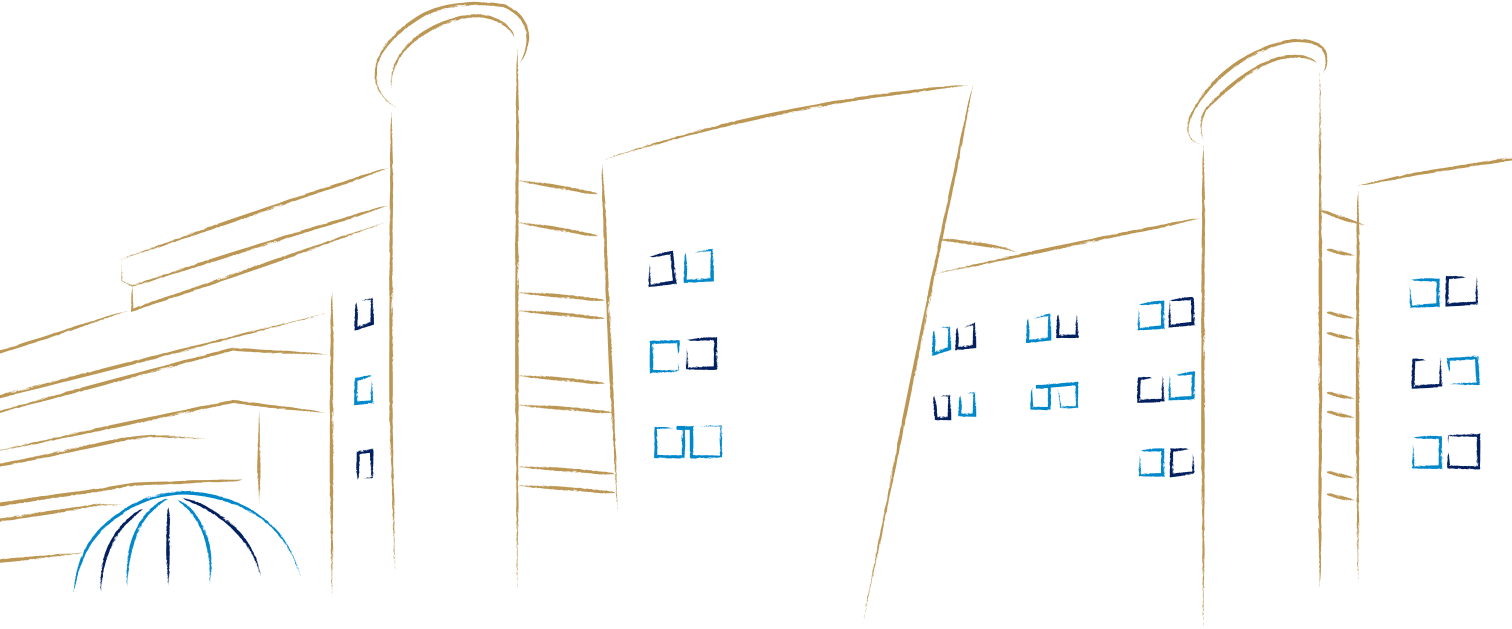




2015

# Corporate Brochure







**His Highness Sheikh Mohammed bin Rashid Al Maktoum**  
UAE Vice President, Prime Minister & Ruler of Dubai





**His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum**  
Crown Prince of Dubai & Chairman of the Executive Council

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# VISION, MISSION AND VALUES

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## OUR VISION

The leading customs administration in the world supporting legitimate trade.

## OUR MISSION

Protecting the society and sustaining economic development through compliance and facilitation.

## OUR VALUES

- Leadership:** To adopt international best practices in customs work that will sustain reputation of Dubai as a global trading hub.
- Team spirit:** To work as a team to achieve the vision, mission and strategic goals of Dubai Customs.
- Honesty and integrity:** To ensure objectivity, fairness and transparency, and uphold public interest over personal interest.
- Motivation and creativity:** To create a stimulating work environment that inspires creative initiatives and promotes institutional loyalty.
- Professionalism:** To perform our business efficiently and accurately, supported by determination and sense of challenge.
- Fidelity and loyalty:** To be proud of working for Dubai Customs and seek to improve its performance, reputation and image.



# PROMOTING ECONOMIC DEVELOPMENT .. A NATIONAL DUTY AND VITAL ROLE

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Dubai Customs greatly contributes in boosting the economic development of UAE in general and Dubai in particular, through its continuous efforts exerted in developing and applying innovative initiatives intended to facilitate completion of procedures and transactions in record time. These efforts are integrated with the initiatives of strategic government partners for executing Dubai Strategic Plan 2021, aiming at providing an attractive environment for foreign investments, enhancing activities of the different UAE business sectors, and maintaining the distinctive status of Dubai in the world trade map as a main link between the Asian, western and African markets.

Dubai Customs is keen on reflecting the objectives of its Strategic Plan into real facts. In the context of these objectives, comes in the lead, enhancing the economic development and establishing effective communication with private sector and business society. Hence, Dubai Customs is playing a vital role in promoting national economy and facilitating legal trade. In addition, Dubai Customs achieved many accomplishments through developing and innovating new methods that facilitate customs procedures, including the using of cutting-edge global technologies, and inventing creative leading solutions in customs field.

Furthermore, Dubai Customs plays another key role in protecting the society from the attempts of smuggling prohibited, restricted and counterfeit materials. To fulfill this objective, Dubai Customs depends on high caliber

employees and modern technology equipment for examination and inspection, in addition to cooperating, coordinating and exchanging information with all concerned local, regional and international entities.

By protecting the society from all kinds of security threats, and through full cooperation and integrated work with other concerned government authorities, Dubai Customs contributes greatly in sustaining security and stability, as the main pillars required for attracting investments to Dubai. Dubai Customs is also paying a great attention to providing high-level, specialized and especially developed training courses for inspectors, in accordance with the highest standards to guarantee enhancing their skills and familiarizing them with the latest technologies and tricks used by smugglers.

Seeking to achieve the integrated vision of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, and to apply the initiative launched by His Highness to transform Dubai into the smartest city in the world within three years, Dubai Customs has developed and provided a wide range of smart services through the latest smart service channels in the world.

## **H.E. Sultan Ahmed bin Sulayem**

Chairman of DP World  
Chairman of Ports, Customs and Free Zone Corporation





# CONTINUED JOURNEY TO EXCELLENCE AND LEADERSHIP..!

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Since its inception, Dubai Customs has strived for a leadership role through delivering excellence and innovation in all aspects of its operations, so that with time it can become one of the leading customs administrations in the world. Dubai Customs has been able to achieve its strategic goals of being a major contributor to the economic development of Dubai, facilitating the flow of global legitimate trade and protecting the community from all contraband and counterfeits.

Dubai Customs has earned good reputation regionally and internationally, positioning Dubai at the frontier of global destinations of choice for traders, investors and businessmen, as it offers unmatched administrative and customs facilitations as well as modern services.

Thanks to its employees' diligence and team spirit and the top-notch customs technical systems, Dubai Customs received numerous commendations from international bodies. Most notably, the WCO praised DC's technical systems as an example to be implemented by other customs administrations. Among these systems is the Risk Engine, which was developed in-house at DC and has a considerable impact on facilitating trade and deterring smuggling bids. In addition, Dubai Customs bagged several prestigious awards in various areas.

We continue to make new achievements that meet the highest of world criteria, in keep-

ing with the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai, for the welfare and prosperity of Dubai and assuming top world positions.

To keep up with the next phase's challenges, Dubai Customs became the first fully smart government department in Dubai, delivering its services to customers 24/7 wherever they are. The move came in pursuance of the Smart Government initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum in May 2013. Remarkably, Dubai Customs was able to complete the transformation only within a 100 days of the announcement of the initiative.

Today, we reaffirm our commitment to being a major contributor to the growth and prosperity of Dubai, by enhancing our services and operations, upgrading technology systems and investing in our personnel to deliver optimal performance, as part of our endeavors to be a leader in customs business on all scales; local, regional and international.

**Ahmed Mahboob Musabih**  
Dubai Customs Director





# MOTHER OF GOVERNMENT DEPARTMENTS... AUTHENTICITY & MODERNITY

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Dubai Customs is the earliest government entity in the emirate of Dubai originally known as “Al Furdha”, a classic Arabic term for “berth” or main commercial seaport where goods are loaded and discharged.

Firmly established, Dubai Customs was called “the Mother of Government Departments”, particularly because many of the existing departments were based at the Customs old building then overlooking the Dubai Creek and were financed through the revenue collected by Customs.

Over its long history spanning over a century, Dubai Customs never stopped evolving. In the era of the late Sheikh Rashid Bin Said Al Maktoum, Ruler of Dubai, Dubai Customs adopted an institutional direction. The first floor of the Customs old building was used by the Ruler of Dubai as his official office, reflecting the critical role of Customs and its position in Dubai, which was renowned for its trade and traders.

Keeping on its corporate building and development process, Dubai Customs gained a wide regional and international reputation. Due to its advanced infrastructure and state-of-the-art management facilities and services, Dubai Customs became a destination of choice for investors and businessmen.

On April 1st, 2001, Dubai Customs entered a new stage when the late Sheikh Maktoum

Bin Rashid Al Maktoum, Ruler of Dubai issued Law No. (1) of 2001 establishing the Ports, Customs and Free Zone Corporation, that is the merger of Dubai Customs, Dubai Ports Authority and Jebel Ali Free Zone under one corporate umbrella.

In early 2006, Dubai Customs embarked on an ambitious reform and modernization program in order to meet its strategic vision while accomplishing its overall goals and objectives.

Being part of a major corporation contributing to Dubai’s economy, Dubai Customs started to reconcile its new organizational position. To do so, a comprehensive review of its organizational structure, strategy and operations was conducted. A detailed report identifying areas of strength and weakness was produced. The report was a startup point for reconsidering the organizational strategy, objectives, processes and procedures; in other words, an overall restructuring of the department was undertaken. Subsequently, a new strategy, organizational structure and future plan in-line with Dubai’s vision, expectations and future expansion plans have been developed. Dubai Customs undertook a reform and modernization program to realize its vision as a leading Customs administration in the world.

Dubai Customs is keen to translate the objectives of its strategic plan into real-

ity, particularly to sustain economic and social development in the emirate and engage in further synergy with the private sector and the business. This allowed the Customs to have a leading role in supporting the national economy and facilitating legitimate trade. Many achievements were made, notably in terms of delivering optimum services to clients through the devise of innovative tools that ease and streamline customs procedures in line with the overall strategic plan of Dubai Government aiming to reinforce Dubai’s leading position in the global marketplace and sustain its strong economic growth. These achievements are firmly backed by the vision, mission and corporate values of Dubai Customs, seeking to find the right balance between compliance and facilitation to ensure that legitimate trade flows smoothly and efficiently, while preserving local security and economic development.



# CORPORATE DIVISIONS & DEPARTMENTS

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## DIRECTOR'S OFFICE DEPARTMENTS

### ■ Strategy & Corporate Excellence Department

This department provides the organization with necessary strategies and ensures the efficacy of corporate performance through the implementation of corporate standards and excellence criteria. It is committed to delivering the highest quality of strategic policies, norms and statistical data to support decision making at Dubai Customs, enhance customer care, and achieve employee satisfaction.

### ■ Corporate Communication Department

This department oversees internal and external communication with a view to reinforcing joint collaboration with the Government and media, managing and enhancing corporate image, as well as monitoring and screening of all media published material and preparing relevant reports. It also secures the management, marketing and promotion of all corporate events, activities and services.

Furthermore, the department is also responsible for arranging, following-up and executing programs related to hosting and catering to visiting delegations. It also carries out identity programs and initiatives aimed at strengthening national identity, while at the same time investing in such partnerships that really support Dubai Customs' core mission.

### ■ Internal Affairs Department

This department is responsible for ensuring compliance with Customs law, HR rules as well as other relevant policies and regulations. It is committed to assuring highest levels of integrity and security in accordance with international standards and taking necessary measures to impart organizational values to employees.

### ■ Audit & Revenues Development Department

This department is in charge of policies formulation, compliance monitoring, risk assessment and enforcement of crisis management plan to ensure business continuity during critical situations. Other functions include coordination and internal auditing of all DC departments in order to ensure compliance with regulations and operating procedures.

### ■ Passenger Operations Department

The role of Passenger Operations Department is to oversee and conduct effective inspections and investigations of passengers in line with applicable standards and policies. To that end, it employs state-of-the-art tools and techniques applied in inspection and behavioral assessment of passengers traveling through airports, through Dubai International Airport Terminal (1,2,3) and Al Maktoum Airport Customs Centers.



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## CUSTOMS DIVISIONS

### ■ Customer Management

The Customer Management Division is committed to balancing controls with the ease of legitimate trade, and implementing Customs law to protect society and sustain economic growth. The Division is responsible for the efficient inspection of all imports based on electronic declarations information, intelligence received and audit mechanisms applied in Dubai Customs, in addition to overseeing client management in the current transition to the new business operating model of the organization. Other functions include supervision of creek customs operations, customer relationship management and quality control, as well as resolution of all internal and external complaints in coordination with strategic stakeholders. The Division's customs management operations are focused on the following centers:

- Jebel Ali Customs Centre Management
- Air Customs Centre Management
- Land Customs Centre Management
- Coastal Customs Centre Management

### ■ Human Resources, Finance & Administration

The Division is responsible for developing and implementing the best methods and practices required to achieve corporate

goals and develop leadership and functional competencies through empowerment and capacity building of all Dubai Customs' personnel. It also oversees the development of HR systems and procedures in addition to planning, implementing and managing all financial related matters in accordance with the organization's strategic objectives. This includes managing and controlling organizational financial targets as set by the Department of Finance in the Government of Dubai, and formulating the annual budget for all divisions and departments of Dubai Customs, besides the planning, implementation and management of all administration and facilities related matters in line with corporate strategic objectives.

### ■ Customs Cargo Operations

The Customs Cargo Operations Division is entrusted with investigating all cases of non-compliance as uncovered by a customs center management. It provides technical support for the on-site inspection of cargo using appropriate screening devices, and also offers specialized technical advice to support inspection operations.

### ■ Customs Development

The Customs Development Division is responsible for reform and development activities at Dubai Customs. It strives to realize DC's vision and strategic goals through the development and administration of all information technology applications, including technical solutions pertaining to reform and development projects.

### ■ Policy and Legislations

The Policy and Legislations Division formulates policies and regulations relevant to customs valuation, tariff and origin, as well as protection of intellectual property rights and trademarks in line with local and international norms. It also represents Dubai Customs in national, regional and international organizations such as the World Customs Organization, the World Trade Organization and other relevant stakeholders. Moreover, the division is tasked with providing legal advice and support to the organization as well as managing and following-up litigations against violating clients.



# CORPORATE SERVICES

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## ■ World-Class Services with Optimal Quality Standards

Inspired by the farsighted vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai, towards ensuring customer service and the public are a top priority for government entities on the basis that the government should focus its main attention on bringing happiness to the people; Dubai Customs delivers its services as per optimal quality standards, and is always keen on catering the needed support for clients – including traders, companies and all industry sectors – to help facilitate and develop their business. Hence, maintaining Dubai's status as a destination of choice and a strategic doorway to regional markets.

By upgrading its services and providing favorable customs facilitations, Dubai Customs seeks to boost the Emirate's competitiveness and ability to attract investments from around the globe, especially that Dubai boasts advanced, unrivaled infrastructure in seaports and airports backed by superb integrated public services.

## ■ The First e-Government Department

In 2009, Dubai Customs had a head start when it became the first fully e-Government department in Dubai, delivering all of its services to customers via different e-platforms.

## ■ Mirsal 2

In March 2010, Dubai Customs launched a customs integral electronic system “Mirsal 2”, which has been developed over two years to strengthen economy, facilitate trade, simplify working procedures and improve service quality putting in mind security enhancement and national interest.

## ■ The First Fully Smart Government Department

On the 2nd of October 2013, Dubai Customs completed its transformation into the first smart government department, providing its services via smartphones nonstop and around the clock. This came in response to the m-government initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai. Consequently, Dubai Customs developed an integrated service platform, with an extended capacity of allowing clients to have their service requests processed immediately upon receipt. They are also notified by email on the status of their requests and the time needed for delivery of requested services.

## ■ Multiple Channels

Dubai Customs clients delivers its services to clients through multiple channels including Dubai Trade Portal, which offers a one-stop single window for integrated online

services of key stakeholders concerned with trade and logistics.

Dubai Customs' services are also accessible on smartphones and smart tablets, via app stores such as Apple and Google Play, as well as through Business-to-Government (B2G) integrated channel, a leading solution that integrates electronic systems between private and public sectors. Furthermore, DC provides its services online through its website and smart watch portal, besides direct counter interaction.





# INNOVATIVE INITIATIVES

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Dubai Customs has launched numerous groundbreaking initiatives and services:

## ■ The Advisory Board

In 2009, The Dubai Customs Advisory Board was instituted with membership comprising representatives from various business sectors. The initiative was aimed at ensuring direct contact with clients and engaging them in Customs decision-making, by identifying challenges they might be faced with and finding appropriate solutions.

## ■ Client Ambassadors

In 2012, Dubai Customs launched Client Ambassadors Program– a first-of-its-kind initiative in the realm of government work whereby each employee-ambassador is dedicated to serve a group of clients within the same business sector. So the designated staff are closer to the needs and expectations of clients, which drives forward Dubai Customs' customer service excellence.

## ■ Client Accreditation

In terms of customer care, Dubai Customs has maintained its strong zeal for customer satisfaction by offering the latest customer-oriented services and programs. It has launched several projects and initiatives specifically dedicated to this end, including the Client Accreditation Program which

allows distinguished clients to fully avail of DC's facilitations.

## ■ Tarjim

Keenly launched by Dubai Customs a few years ago, Tarjim service allows clients to lodge their complaints in as many as 9 languages, namely Arabic, English, Spanish, French, Chinese, Persian, Hindi, Urdu and Russian.



# EMPLOYEES

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## ■ The Real Investment

Our aim to develop a superior workforce on an on-going basis. DC aims to create and maintain a positive organizational culture where employees are oriented towards focusing on quality, high performance & continuous improvement through a set of re-engineered and improved HR services and processes. The organization maintains a culture in which high integrity and ethical conduct are recognized, respected and demonstrated by employees. Well defined and articulated Code of Conduct is in place which helps our employees to understand and maintain our high standard of business and personal ethics.

## ■ Premium Training Programs

Dubai Customs devotes extra efforts and special attention to training and empowerment of employees to ensure direct contribution in the preparation of qualified officers that are capable of applying best Customs knowledge and practices to protect the community and its safety. An advanced yearly training plan is planned after careful review of employee capabilities and training needs, as well as analysis of past performances. Though there is a strong emphasis on relying on internal training programs from both corporate and international experts, external trainings are also induced when there is a need. A comprehensive methodology is applied to assess and review the impact and results of these training programs ensuring best standards in the industry.

## ■ An Award-Winning Suggestion System

In line with the vision of the UAE leadership, Dubai Customs supports and promotes a culture of employee and stakeholder engagement and involvement. This is achieved through one of the world's best Employee & Stakeholder Suggestion, Reward and Grievance Systems which has been recognized globally year after year.

## ■ Healthy and Safe Working Environment

Another primary objective of the organization is to develop and sustain the working environment and maintain healthy and safe working conditions. Our occupational health and safety practices are in compliance with the OHSAS 18001 global standards ensuring identified risk management and assessment of any potential hazards. Employee well-being is an integral part of the CSR practices at Dubai Customs; accordingly, dedicated activities, programs and projects are always organized with the involvement of internal and external volunteers. Dubai Customs employs 2880 male and female personnel, of whom 84% are UAE nationals. The organization is fully committed to meeting the country's localization goals and ardently supports the national vision in this respect. It constantly and relentlessly endeavors to attract, develop and retain the best qualified Emirati cadres.





# NATIONAL AND INTERNATIONAL AWARDS

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## ■ Dubai Government Excellence Program (DGEP)

Dubai Customs receives many awards in different categories of Dubai Government Excellence Program (DGEP). DC received the first prize in four categories of DGEP Awards 2015, which are Creator Employee, Distinguished Female Employee, Distinguished Field Employee, and Unknown Soldier.

## ■ IDEAS UK - IDEAS Arabia

For the fifth consecutive year, Dubai Customs Suggestions System won the IDEAS UK Platinum Classification 2014, with a full score of 100% in two successive years. Moreover, the organization reaped a host of accolades during 2014 for its distinguished corporate suggestions scheme, most particularly the IDEAS Arabia Ninth International Conference's Best Customer Service Idea Award. Also, DC won the first prize in IDEAS UK 2014, Innovation category, for Al Kashif vehicle.

## ■ UAE Ideas Conference & Awards 2014

Dubai Customs has clinched the U.A.E. Ideas 2014 Award for Innovation, a newly-introduced category to the award. Al Kashif is an eco-friendly commutable vehicle fully geared up with 16 high-tech inspection and detection devices, each of which is designated for certain types of contraband. The vehicle, deployed at airports, has been de-

veloped in-house with the efforts of national staff from within DC. The invention has notably increased the volume of seized narcotics and restricted medications, allowing inspectors to assess suspect items on the spot.

## Social Responsibility

### International Golden Peacock Award

Dubai Customs also claimed the prestigious Golden Peacock Global Award for Corporate Social Responsibility for the year 2014 for the second time respectively in government organization category. Instituted by India Institute of Directors in 1991, the Golden Peacock Awards are now regarded as a benchmark of corporate social responsibility excellence worldwide. The Golden Peacock Awards Secretariat receives over 1,000 entries per year for various awards, from over 25 countries around the world.

The achievement of the Golden Peacock Award is one of the most powerful ways to build a corporate brand and prove excellence at an international level, as it is not only about global accreditation, but it is also deemed as a competitive advantage in business field across the world.

### Middle East Business Leaders Awards

Dubai Customs won the first prize in the Middle East Business Leaders Awards 2014 for Social Responsibility. The award is presents



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by the Leaders International Magazine and “My Event International” Company.

#### **Asian Sustainability Leadership Award**

Dubai Customs won the first prize in the Asian Sustainability Leadership Awards 2014 for the best sustainability report.

The Asian Sustainability Leadership Awards is the leading industry event recognizing and rewarding outstanding achievement in sustainability in the built environment, and a key benchmark for achieving the best practice in the sector.

#### **Farouk El-Baz Award for Excellence in Organizational Sustainability**

In 2014, Dubai Customs won Farouk El-Baz Award for Excellence in Organizational Sustainability of the Public Sector category for the third time. The Award was launched by Hamdan Bin Mohammed Smart University under the auspices of His Highness Sheikh Hamdan Bin Mohammad bin Rashid Al Maktoum, Crown Prince of Dubai and the University President.

#### **Arabia CSR Award**

DC also clinched Arabia Corporate Social Responsibility (CSR) Award consecutively in the years 2009, 2010, 2011, 2012,

2013 and 2014 for the large organizations category at the Pan-Arab level.

#### **Technology**

In the technological arena, it earned numerous awards and certificates of appreciation. A World Customs Organization report recognized Dubai Customs’ IT practices as completely compliant with international standards. Other akin honors include CIO 50 Awards for Top IT Executives for the past four years, Best Network Security Project Award in 2013, and Forester Enterprise Architecture Award.

In 2013, Dubai Customs became the first government department in the Middle East to be granted the ISO 2000-1:2011 certification. And for the fourth year in a row, DC had its ISO 17000-1:2005 information security certification renewed in October 2013.

Furthermore, Dubai Customs as well won the Middle East e-Government and e-Service Excellence Award, in addition to being the first organization in the region to acquire the ISO/IEC 20000-1:2011 service management system (SMS) standard.

DC also secured the first prize in the International Customer Service Institute – Customer Service Week Star Awards 2010 for the best customer complaint management system.

In November 2013, Dubai Customs claimed the New Market Solutions category of the International Awards for Innovative Digital Marketing Solutions for its groundbreaking digital solutions developed and employed as part of the WCO IT Conference and Exhibition hosted by Dubai in May 2013.



# INTERNATIONAL RELATIONS

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Dubai Customs strives to maintain and develop strong relations with world countries and international organisations and agencies, namely the World Customs Organisation, World Trade Organisation, World Intellectual Property Organisation, and the Interpol. To that end, Dubai Customs takes part in conferences and events, exchanges visits and meetings with representatives of these organisations and agencies, and signs agreements. Dubai Customs has assumed a leading global position among these organisations.

## ■ Fourth Global Congress on Combating Counterfeiting and Piracy

Dubai Customs hosted the Fourth Global Congress on Combating Counterfeiting and Piracy in 2008. During the event, the Dubai Declaration was issued which called for imposing more stringent punishments against those involved in trademark infringements of all forms.

## ■ The 2013 WCO IT Exhibition and Conference

Dubai Customs hosted the 2013 WCO IT Exhibition and Conference, themed “Effective Solutions for Coordinated Border Management”, which brought together over 1,000 senior dignitaries representing the World Customs Organization and customs departments of more than 100 countries. It set a platform for decision makers to coordinate their processes and come across new customs IT solu-

tions, as well as discuss means to better secure borders and facilitate foreign trade.

## ■ Columbus Diagnostic Mission Report

The World Customs Organization (WCO) confirmed in the Columbus Diagnostic Mission Report, a new program designed to develop customs work around the world, that Dubai Customs was keen to achieve a clear and integrated vision and strategy, and undertake ground-breaking initiatives in the digital technology field, thus reaching world-class level and prompting WCO’s experts to name Dubai Customs a role model in the local, regional and international levels. The report concluded that Dubai Customs has been working hard to realize the vision of the World Customs Organization for the 21st century.

## ■ 3rd Arab Forum

In March 2013, Dubai Customs participated in the Third Arab Forum on Anti-Commercial Fraud, Counterfeiting and Intellectual Property Rights Protection, hosted by the Saudi Customs in Riyadh, KSA. Participants at the forum addressed the phenomenon of commercial fraud, counterfeiting and IPR protection.

In a bid to boost Dubai’s foreign trade, Dubai Customs is committed to enhancing its ties with all countries around the globe through official delegation visits, regular meetings and programs designed specifically for this purpose.



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#### ■ **Irtibaat Program**

Dubai Customs launched “Irtibaat” to boost communication and interaction with Dubai-based foreign business councils, particularly ones representing countries engaged in strategic trade relations with Dubai. The program is aimed to help businesses communicate their demands and suggestions to Dubai Customs, which in turn, contributes to providing a transparent and streamlined business environment.

#### ■ **Green Customs**

Dubai Customs has adopted the Green Customs initiative. The Green Customs is an international initiative launched by the UNEP in 2003 in cooperation with WCO, Interpol and United Nations Office on Drugs and Crime (UNODC). It was built on a number of international agreements which regulate the proper procedures for transporting hazardous wastes, radioactive and chemical substances and the endangered flora and fauna. Some of the most prominent agreements that the initiative conformed to are Stockholm Convention on Persistent Organic Pollutants (POPs), Cartagena Protocol on Biosafety (Convention on Biological Diversity), Montreal Protocol on Substances that Deplete the Ozone Layer, and Rotterdam Convention on the Prior Informed Consent (PIC) Procedure for Certain Hazardous Chemicals and pesticides in International Trade.

#### ■ **CITES Agreement**

In order to protect wildlife from extinction, Dubai Customs complies with the terms of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), which the UAE joined in 1990. The convention covers the organisation and control of international trade on endangered fauna and flora, as well as the issuance of import and export permits for species under the CITES convention, in addition to tightening control on their transit activity.



# TRADE FACILITATION & ECONOMIC DEVELOPMENT

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In today's world, Dubai Customs' role is not only confined to collecting customs duty, but also reaches wider horizons to include a variety of economic, commercial and social tasks. In line with its slogan "The Gateway to Dubai's Prosperity", Dubai Customs ensures the prosperity of people by furnishing a safe, smooth and flexible environment for free trade that meets traders' needs.

Dubai Customs is committed to translating the goals of its strategic plan into a tangible reality, at the top of which are enhancing Dubai's economic and social growth and improving interaction with the private sector and the business community. Dubai Customs has assumed a leading role in supporting national economy and facilitating legitimate trade. Through developing innovative measures to facilitate customs processes, Dubai Customs made major achievements in providing its clients with top-level services, in keeping with Dubai Government Strategic Plan, aimed at reinforcing the leading position of the emirate and maintaining economic growth rates.

These measures and high-quality services were accompanied by a continuous growth in Dubai's foreign trade. Throughout the years, Dubai Customs was dedicated to serving trade by offering best customs facilitations, which ensure an escalating foreign trade and attracting traders and investors to Dubai, as a result of the added value and time saved due to fast completion of customs transactions.

Dubai's phenomenal growth over the past decades has positioned it as one of the top three export and re-export hubs in the world. As a natural geographic gateway between East and West and an ideal strategic gateway between developed and emerging markets, the opportunities for global trade are vast.

Dubai Customs strives to expand the geographic reach of Dubai's non-oil foreign trade to the four corners of the world, namely non-Arab Asian markets, European markets, GCC markets, North American and Australian markets, Middle and South American markets, Oceania's markets and non-GCC Arab markets.



# SECURITY CHALLENGES

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Dubai Customs plays the leading role of protecting the community and economy against smuggling bids of prohibited and restricted materials. To ensure it can play this role efficiently, Dubai Customs relies on highly qualified personnel and modern inspection devices, together with cooperation, coordination and exchanging information with concerned local, regional and international entities.

Protecting the community against any threats is a national priority in the first place. Dubai Customs is the first line of defence for protecting the community against the entry of hazardous materials that pose a risk on the nation and economy of the emirate.

By fulfilling its mission, Dubai Customs promotes a state of security stability which is a major factor in attracting investments.

## ■ Unarmed Conflicts

Thwarting bids to smuggle prohibited materials, at the top of which are narcotics and counterfeit materials, is a huge responsibility for customs authorities around the world. It can be described as daily “unarmed conflicts” between customs inspectors and culprits who never cease to come up with new techniques to mislead customs inspectors.

## ■ The Right Balance

Dubai Customs is faced with the challenge to strike the right balance between facilitating and expediting the flow of individuals and consignments while safeguarding the local community against any threats to its safety. Dubai Customs has an international obligation to maintain the legitimacy of international trade crossing Dubai’s sea, land and air ports.

## ■ Inspection

The Emiratisation rate is currently 100% for the customs inspection cadre. Dubai Customs’ team of inspectors enjoy high vigilance and sense of security. They are regularly enrolled in training courses developed according to top quality standards, with the objectives of honing their inspection skills and introducing them to modern tactics and tricks smugglers resort to. Inspectors are also made familiar with all types of drugs, original trademarks and ways of coping with them, forgery and fraud, body language and other aspects essential to their daily duties.



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### ■ Command & Control Room

The Dubai Customs' Command and Control Room was established at DC main building, as per the vision and strategy of the higher management to provide support to customs centers in areas of inspection and surveillance. The room also provides them with all customs information they need and facilitates smooth interaction and communication between field teams and government agencies.

### ■ Modern Customs Inspection Techniques

Dubai Customs remains committed to keeping pace with the development witnessed in Dubai and actively contributing to it by upgrading its processes and systems. In keeping with this commitment, Dubai Customs deploys modern inspection and screening devices at all customs ports for scanning luggage, intestines, containers and trucks.

The Advanced Container Scanning system is the first innovative and comprehensive solution in the world that combines and integrates multiple components of inspection technologies. It is the latest world-class integrated system for containers and trucks X-ray screening. The device is capable of screening the contents of 150 trucks per hour moving at 8 to 15 km/hour, that is one truck per every 24 seconds. The system has been developed in order to help effectively protect the borders of Dubai and UAE.

The Risk Engine is another tool at the hands of inspectors. It identifies in advance risky shipments and forwards their information for inspection. In addition, the highly-trained customs dogs are highly trained and can detect hidden prohibited materials.



# SUPPORTING INTELLECTUAL PROPERTY RIGHTS

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Intellectual property rights infringements are currently on the rise around the world. Whether the victims are individuals or companies, losses caused by IPR infringements amount to billions of dollars yearly.

## ■ First-of-its-Kind IPR Unit

To protect the intellectual property rights and counter infringements to such rights, Dubai Customs established the first entity of its kind in the Middle East to be dedicated to the cause. Hence, DC's IPR Department started operations in 2005 and since then has been geared towards disseminating awareness about the risks of fake products on health and safety, thwarting any bids at smuggling IPR infringing items.

The organization strives to cooperate with local government departments and federal ministries concerned with IPR. In this context, Dubai Customs has taken the initiative to form a unified IPR work team, comprising members from government departments, ministries, chambers of commerce and the private sector for the purpose of coordinating IPR protection measures.

IPR regulations are aimed at safeguarding the interests of intellectual property owners and innovators. One of the most challenging obstacles facing the implementation of these regulations is individuals

and businesses' unawareness of IPR laws. Dubai Customs takes it upon its shoulder to promote awareness and knowledge of IPR protection and how it contributes to economic growth and sustainable development globally.

## ■ Enhancing the Role of Customs Inspectors

Dubai Customs undertakes many measures to enhance the role played by its inspectors at air, land and sea ports and better qualify them to detect and seize counterfeit goods before entering the country. Dubai Customs organizes training courses and workshops for inspectors to equip them with the knowledge needed to differentiate between counterfeit and original products. It also carries out awareness campaigns on the adverse economic and health impacts of counterfeit goods, targeting all community segments. Some of these campaigns are held in cooperation with the Brand Owners' Protection Group, and local, regional and global entities involved in the fight against counterfeiting.





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#### ■ Dubai Customs IP Award

Dubai Customs launches the IP Award for public and private schools, universities and colleges every year, in an effort to disseminate the culture of IPR protection among the generations to come and involve as many members of the community as possible in the fight against piracy, counterfeiting and commercial fraud. Knowing their intellectual rights and how to reserve them are very essential to the young generation, being the largest consumer segment. Researches and projects carried out by students are collected to establish a constructive database.

role of Dubai Customs in intercepting counterfeit goods and minimizing the risks they pose on individuals and the community as a whole.

#### ■ World Intellectual Property Day

Dubai Customs observes the World Intellectual Property Day on April 26 each year with a variety of events and activities, with the participation of its strategic partners in IP in the UAE and abroad.

#### ■ Local Conferences

Dubai Customs is keen on taking part in local conferences that promote the concept of IPR, such as the 3rd Convention for Combating Intellectual Property Crimes and Dubai World Conference for Consumer Rights, whose last edition highlighted the



# OUR PARTNERS

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## FIRST: STRATEGIC PARTNERS

**Ministry of the Interior**

[www.moi.gov.ae](http://www.moi.gov.ae)

**Ministry of Health**

[www.moh.gov.ae](http://www.moh.gov.ae)

**Ministry of Environment and Water**

[www.moew.gov.ae](http://www.moew.gov.ae)

**Ministry of Economy**

[www.economy.gov.ae](http://www.economy.gov.ae)

**Dubai Police G.H.Q.**

<http://www.dubaipolice.gov.ae>

**Dubai Municipality**

<http://login.dm.gov.ae>

**Dubai Chamber**

<http://www.dubaichamber.com>

**DP World**

[www.dpworld.ae](http://www.dpworld.ae)

**Jebel Ali Free Zone Authority (JAFZA)**

[www.jafza.ae](http://www.jafza.ae)

**Dnata**

[www.dnata.com](http://www.dnata.com)

**Emirates Authority for Standardization  
and Metrology**

[www.esma.ae](http://www.esma.ae)

**Emirates SkyCargo**

[www.skycargo.com](http://www.skycargo.com)

**Telecommunications Regulatory Authority**

[www.tra.ae](http://www.tra.ae)

**Department of Economic Development**

<http://www.dubaied.gov.ae>

**Federal Customs Authority (FCA)**

[www.customs.ae](http://www.customs.ae)

**Dubai Smart Government**

<http://www.dsg.gov.ae>

**Dubai Airport Free Zone Authority**

<http://www.dafz.ae>

**Emirates Post**

[www.epg.gov.ae](http://www.epg.gov.ae)

**National Media Council**

[www.nmc.gov.ae](http://www.nmc.gov.ae)

**RTA**

<http://www.rta.ae>

**General Directorate of Residency and  
Foreigners Affairs**

<http://dnrd.ae>

**The Executive Council**

[www.tec.gov.ae](http://www.tec.gov.ae)

**Dubai Trade**

[www.dubaitrade.ae](http://www.dubaitrade.ae)

**Dubai Airports**

[www.dubaiairports.ae](http://www.dubaiairports.ae)



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## SECOND: SUPPORTING PARTNERS

### ■ Free Zones

**Technology and Media Free Zone Authority (TECOM)**

[www.tecom.ae](http://www.tecom.ae)

**Dubai Silicon Oasis Authority**

[www.dsoa.ae](http://www.dsoa.ae)

**Dubai Maritime City**

Website: [www.dmca.ae](http://www.dmca.ae)

### ■ Islamic Affairs and Judiciary

**Dubai Courts**

[www.dubaicourts.gov.ae](http://www.dubaicourts.gov.ae)

**Department of Islamic Affairs and Charitable Activities**

[www.iacad.gov.ae](http://www.iacad.gov.ae)

### ■ Safety and Security

**General Authority for the Security of Ports And Borders**

[www.manafth.ae](http://www.manafth.ae)

**General Directorate of Civil Defence**

[www.dcd.gov.ae](http://www.dcd.gov.ae)

**Public Prosecution – Dubai**

Website: [www.dxbpp.gov.ae](http://www.dxbpp.gov.ae)

### ■ Health

**Dubai Health Authority**

[www.dha.gov.ae](http://www.dha.gov.ae)

**Dubai Corporation for Ambulance Services**

[www.ambulance.gov.ae](http://www.ambulance.gov.ae)

### ■ Tourism and Media

**Department of Tourism and Commerce Marketing**

[www.dubaitourism.ae](http://www.dubaitourism.ae)

**DMI**

[www.dmi.ae](http://www.dmi.ae)

### ■ Education

**Dubai University**

[www.ud.ac.ae](http://www.ud.ac.ae)

**Hamdan bin Mohammed Smart University**

[www.hbmsu.ac.ae](http://www.hbmsu.ac.ae)

**Zayed University**

[www.zu.ac.ae](http://www.zu.ac.ae)

**Federal Police School**

**Dubai Judicial Institute**

[www.dji.gov.ae](http://www.dji.gov.ae)

### ■ Services

**Dubai Electricity and Water Authority (DEWA)**

[www.dewa.gov.ae](http://www.dewa.gov.ae)

**Drydocks World**

[www.drydocks.gov.ae](http://www.drydocks.gov.ae)

**Dubai Civil Aviation Authority (DCAA)**

[www.dcaa.gov.ae](http://www.dcaa.gov.ae)



# CUSTOMS CENTERS:

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## Jebel Ali Customs Centers & TECOM Management

- Jebel Ali & TECOM Customs Center
- Dubai Logistics City Customs Center

## Air Customs Centres Management

- Airport Free Zone & Silicon Oasis Customs Center
- Cargo Village Customs Center
- Post Office Customs Center
- DMCC

## Coastal Customs Centers Management

- Hamariya Customs Center
- Dubai Creek Customs Center
- Coastal Berth Customs Center

## Passenger Operations Dep.

- Airport Terminal 1
- Airport Terminal 2
- Airport Terminal 3
- Al Maktoum Airport Customs Centres

## Land Customs Centres Management

- Hatta Border Customs Center
- Ducamz Customs Center
- Dry Port Customs Center

## Customer Service:

- Jebel Ali Customer Service Center
- HATTA Customer Service Center
- Port Rashid Customer Service Center
- Dry Port Customer Service Center

- Dubai Logistic City Customer Service Center
- Ducamz Customer Service Center

## Dubai Customs Headquarter

**Location:** Dubai Customs, Main Building, Port Rashid, Mina Road

**Website:** <http://www.dubaicustoms.gov.ae>

**To contact Customer Care at Dubai Customs:**

**Email:** [client.relations@dubaicustoms.ae](mailto:client.relations@dubaicustoms.ae)

**Official working hours:** Sunday to Thursday 7:30 – 14:30

**Call Center:** 800 800 80 (24/7), 04 4177777

**Address:** Client Relations Section

Client Management Department

Dubai Customs, P.O. Box 63

Dubai, UAE

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