



CORPORATE BROCHURE



1st Dubai Customs **Strategic Document**

Our Vision:

To become the leading Customs administration in the world supporting legitimate trade.

Our Mission:

To protect the society and sustain economic development through commitment and facilitation.

Our Values:

While progressing towards our strategic vision and achieving our mission at all levels, we appeal to our joint values, which shall always remain a core reference:

Customers & Stakeholder:	Ambassadors of our business.
Staff:	Our real investments.
Teamwork:	Creative and productive work environment.
Forward thinking:	Creativity for continuous development.

The Director General sheds light on **Dubai Customs'** principle

POISED FOR GLOBAL LEADERSHIP

IT IS NO DOUBT THAT OUR CONTRIBUTION TO THE PROGRESS AND PROSPERITY OF DUBAI IS A PROUD DUTY. WE STRONGLY BELIEVE IN INTEGRATING INNOVATION AND TECHNOLOGY INTO OUR ACTIVITIES TO KEEP PACE WITH THE CHANGING TIMES.

Dubai Customs occupies nowadays a prominent and a pioneering position locally, regionally and globally in the field of customs administration as a result of its distinctive performance that relies on excellency and innovation, its understanding of customers' expectations of service expectations and its support of just trade policies.

From a small government department during its inception one hundred years ago, Dubai Customs has expanded to become an integrated, multi-faceted customs organization and a champion in facilitating fair trade. We have traversed this successful journey with the unwavering commitment to excellence in all our activities.

In addition to implementing international standards and regulations, our Reform and Modernization Programme has seen the electronic transformation and hi-tech digital developments in our realm. We have integrated

advanced IT and communications technology that serve as foundations of efficiency and growth in our operations.

Proud of what we achieved today of progress and advancement, we are well placed to realize our aspirations in accordance with the vision of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

As we step into the next phase, we are driven by our ambition, our eagerness to invest in state-of-the-art technology and our relentless efforts to improve human competence and the level of our processes, as we march towards our vision of achieving global customs leadership.

Ahmed Butti Ahmed

Director General

Executive Chairman of Ports, Customs and Free Zone



HISTORIC PERSPECTIVE OF DUBAI CUSTOMS

HISTORY OF CUSTOMS

DUBAI CUSTOMS IS ONE OF THE EARLIEST GOVERNMENT DEPARTMENTS OF THE EMIRATE OF DUBAI AND WAS ORIGINALLY KNOWN AS 'AL FURDHA'

Dubai Customs' history goes back to the early years of the twentieth century when trade through Dubai port was sporadic. Dubai Customs is one of the earliest government departments of the emirate of Dubai and was originally known as 'Al Furdha' (taxes on all imported goods).

Over the years Dubai Customs passed through several stages of development. It was during the reign of the Late Sheikh Rashid Bin Saeed Al Maktoum – Ruler of Dubai that Dubai Customs began to evolve into a modern organization, keeping pace with the overall development of the great city.

On 1st January 2001 the Late Sheikh Maktoum Bin Rashid Al Maktoum – Ruler of Dubai, issued a law establishing the Ports, Customs and Free Zone Corporation with the merger of Dubai Customs, Dubai Ports and Free Zone Authorities.

On 1st May 2001 H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai, who was then Crown Prince of Dubai and Minister of Defence and President of the Ports, Customs and Free Zone Corporation, issued a decree appointing Sultan Ahmed Bin Sulayem as the Executive Chairman of the Corporation.



FACILITATING **FREE TRADE** AND **GLOBAL EXCELLENCE**

EXPERTISE AND EXPERIENCE

WE AIM TO BE A WORLD LEADER IN CUSTOMS ADMINISTRATION THROUGH INNOVATIVE AND PROACTIVE SERVICES TO OUR CLIENTS.

Dubai Customs is a government body that facilitates fair trade and helps to secure the integrity of Dubai's borders by preventing the entry of counterfeit and banned goods and materials. We aim to be a world leader in customs administration through innovative and proactive services to our clients.

We recognize the importance of our role in the trade supply chain and endeavor to intervene in the flow of goods and passengers only when considered necessary. Collecting customs revenue and administering trade measures are other major duties.

Dubai Customs supports fair trade practices by identifying and addressing non-compliance with the common Customs law of the GCC. Our responsibility extends to the people and businesses of Dubai, and international agencies like WTO and WCO. We ensure that international conventions and agreements are strictly followed by the trade community.

Dubai Customs has assumed a leadership role to support other customs administrations in the region. Our expertise in customs matters are utilized to provide high level advice to the Government, other Emirates and administrations of the region.

We believe in developing closer ties and continuous cooperation with similar organizations to achieve higher efficiency with an integrated approach to handling global customs issues. Dubai Customs is ready to recognize and meet future challenges and opportunities with confidence and a better understanding of customs issues.



FAST TRACKING PROCEDURES THROUGH **E-GOVERNANCE**

PROGRESS THROUGH PERFORMANCE

E-GOVERNANCE INITIATIVES AND INFORMATION NETWORKS ARE BEING IMPLEMENTED TO MINIMIZE CUSTOMER HASSLE AND MANAGE RISKS.

As a partner in Dubai Government's development initiatives, we take a leadership position and establish healthy working relationships with our clients to ensure the best possible level of service consistent with our regulatory responsibilities.

Meanwhile, clients have access to all information they require in order to comply with customs requirements. We believe in integrating innovation and technology into our activities to keep pace with the times.

E-Governance initiatives and information networks are being implemented to minimize customer hassle and manage risks. We have an ever-increasing number of highly trained, highly capable technical staff. Significant attention and funding are devoted to increasing professionalism through training, education, professional development and performance management. Dubai Customs aims to be the gold standard in undertaking all customs ac-

tivities in a seamless, efficient and cost-effective manner. It also seeks to provide accurate and reliable information to support decision-making, providing incentives and assistance to support voluntary compliance with customs laws and discouraging, preventing and, if necessary, sanctioning non-compliance with customs laws.

As a result of the quality drive, our customers get a world of hassle-free services, most of which can be initiated or accessed from the comforts of their own home or office. We want to ensure that anyone who does legitimate business with Dubai Customs gets efficient service and total satisfaction.



CHARTING A ROAD MAP FOR ORGANIZATIONAL DEVELOPMENT

SEAMLESS AND COSTEFFECTIVE CONTROLS

THE SUCCESS OF DUBAI CUSTOMS' ORGANIZATIONAL BUILD-UP AND DEVELOPMENT PROCESS IS REFLECTED IN THE IMPLEMENTATION OF NEW STRATEGIES, MODERN ORGANIZATIONAL STRUCTURES AND EMERGENCE OF NEW TRENDS IN LINE WITH DUBAI'S EXPECTATIONS AND FUTURE ASPIRATIONS.

Working in collaboration with Government and key stakeholders such as customers, investors, suppliers, international bodies and the society, Dubai Customs not only continuously improves compliance and meets national and international commitments, but also satisfies their needs and requirements. Equally important, we apply controls in a seamless and cost-effective way.

While keeping our promise of promoting economic development, facilitating fair trade and securing the society from prohibited goods, we aim to fulfill regional and international obligations to promote a secure and productive international trade. We develop our human resources and forge partnerships with key stakeholders based on the voluntary compliance of customs laws.

As a key entity that contributes to Dubai's economic and social development and security, Dubai Customs continues to reassess its duties and responsibilities by conducting a generic organizational review and assessing its strategy, trends, organizational structure and operations.

The success of Dubai Customs' organizational build-up and development process is reflected in the implementation of new strategies, modern organizational structures and emergence of new trends in line with Dubai's expectations and future aspirations.



PIONEERING A NEW TREND IN REFORM & MODERNISATION

ALWAYS AHEAD OF TIME

RMP IS A COLLECTION OF PROJECTS BEING DEVELOPED TOGETHER TO RE-ENGINEER OPERATIONS THROUGH BUSINESS PROCESS IMPROVEMENT, AFFECTING PROCESS, PEOPLE AND TECHNOLOGY.

Based on a comprehensive review of its structure and operations to identify areas of weakness and strength, Dubai Customs has pioneered an upgrade of its organizational strategy, objectives, processes and procedures. Dubai Customs is one of the first government organizations to undertake the Re-form and Modernization Programme (RMP), which is designed to help Dubai Customs realize its mission of being a leading customs administration in the world.

We realize the importance of keeping abreast of the latest developments in technology. This policy is not only appropriate for the prevention or apprehension of violators, but is especially pertinent from the customer service point of view. RMP's general objective is to complement local, regional and international developments, and to support Dubai's large-scale projects. The programme aims to develop customs processes, procedures and technology that can

meet the requirements of the future. It also promotes compliance with global quality standards and improving services, simplifying procedures and employing smart technology in customs operations.

RMP is a collection of projects being developed together to re-engineer operations through business process improvement, affecting process, people and technology. The RMP is a total organization program which will affect the way people, processes, technology and information are managed to achieve the organization's objectives.



VENTURING INTO NEW AREAS OF **CHALLENGES AND DEMANDS**

SUPPORTING AND PROTECTING FREE TRADE

DUBAI CUSTOMS IS INVOLVED IN SEVERAL PIONEERING ACTIVITIES TO UPHOLD INTELLECTUAL PROPERTY RIGHTS.

SUPPORTING INTELLECTUAL PROPERTY RIGHTS

Intellectual property rights violations are on the rise worldwide. From individuals to corporations, the victims vary and the losses run into billions of US dollars every year.

IPR regulations actually safeguard the interest of copyright holders and original creators. One of the major obstacles in implementing IPR is the lack of awareness of the law among the public and corporates alike.

Dubai Customs has taken on the task of promoting a better understanding of the role of Intellectual Property Rights regulations in enhancing economic performance, growth and sustainable development.

The appreciable efforts made by Dubai Customs to uphold intellectual property rights are greatly demonstrated through the development, training and workshops it has organized for border-based inspectors to improve their ability to apprehend counterfeit goods and products before these enter the local markets. It also conducts awareness campaigns and courses on the dangers of counterfeit goods not only on human health and safety, but also on the economy and business communities. Such programs are society-oriented and are often implemented in collaboration with Brand Owners Protection Group (BPG) and local, regional and international anti-counterfeit bodies.



THE ETERNAL QUEST FOR **QUALITY**

AN ONGOING PROCESS

WE BELIEVE IN INTEGRATING INNOVATION AND TECHNOLOGY INTO OUR ACTIVITIES TO KEEP PACE WITH THE CHANGING TIMES.

Dubai Customs is committed to continuous self-improvement. We measure performance and compare it with the best national and inter-national benchmarks. We make the best use of available information systems and technology to ensure efficient operations. We are geared to set up proactive policies to attract investors and traders.

In our quest for quality we manage the acquisition, development, sharing and use of knowledge. We respect the privacy and confidentiality of personal and commercial information. However, we are willing to exchange information with our clients and build relationships with them. In order to enhance the quality of our service delivery and overall operations, we are developing an effective management system. We are committed to professional development and performance management. Through Risk Management we have ensured commercial safety and security.

We believe in integrating innovation and technology into our activities to keep pace with the changing times. E-Governance initiatives and information networks are being implemented to minimize customer hassle and manage risks.

We have an ever-increasing number of highly trained, highly capable technical staff. While striving to achieve customs goals, we focus on performance and are individually accountable for our time, resources and results. Our honesty, integrity and enthusiasm are taking us ever closer to achieving our vision.

