

Business

DIFC announces decarbonisation strategy, achieving Net Zero by '45



Dubai International Financial Centre (DIFC), the leading global financial centre in the Middle East, Africa, and South Asia (MEASA) region, on Thursday announced several updates at the 2nd edition of the Future Sustainability Forum (FSF) that advance its position as the region's leading sustainability finance hub.

Building on the outcomes of COP29, the legacy of COP28 with its landmark UAE Consensus, which was hosted in Dubai last year, DIFC has unveiled its Decarbonisation Strategy, reinforcing its commitment to being a sustainability leader in the region.

The Centre will play a vital role in contributing to the UAE Net Zero 2050 strategic initiative by committing to achieve its Net Zero targets by 2045. In its Decarbonisation Strategy, DIFC targets reducing emissions in areas it directly controls relating to its operations, construction activities and supply chain, setting an example for financial centres worldwide. DIFC's Decarbonisation Strategy aims to achieve real Net Zero without offsetting or trading carbon emissions.

The event also served as a platform to launch DIFC's inaugural Sustainability Progress Report titled 'Building a Sustainable Future: DIFC's Path to Impact' detailing achievements and a roadmap for sustainability.

The Forum also hosted the Climate Tech

A discussion is in progress during the Future Sustainability Forum.

World Cup. Organised by Trescon and powered by Ignite, it is a call to action for entrepreneurs, innovators, and visionaries from across the globe. Participants were encouraged to present their ideas and solutions to address the pressing environmental challenges of our time.

Finalists included Acklo, Baynunah Watergeneration Technologies, Green Worms, Mahawa, The Surplus, Sirius Energy and Zeroc. COP29 signified the midpoint of the "COP Presidencies Troika", a collaborative effort between the UAE (hosted COP28) and Brazil (host to COP30 in 2025) that aims to accelerate progress toward the 1.5°C goal. DIFC's Future Sustainability Forum and announcements come amidst new targets and outcomes from COP29, which will strengthen the UAE's efforts to mitigate climate risk.

Essa Kazim, Governor of DIFC, commented, "The Future Sustainability Forum serves as a critical platform that enables global collaboration, knowledge sharing, and finding practical solutions for climate change and sustainable development. In light of COP29 outcomes, we are pleased to announce DIFC's Decarbonisation

DUBAI

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Strategy, where we are setting new standards for environmental leadership. We remain at the forefront of solidifying Dubai's position as the leading sustainable financial city in the region. Today, we are setting a new benchmark for decarbonisation within global financial centres and aim to achieve Net Zero in 2045, five years ahead of the UAE's targets." Figures from Bloomberg's Capital Markets League Tables has showed that annual issuances of green social, sustainable, and sustainability-linked bonds (GSSB) in the Middle East and North Africa (MENA) in 2023 hit a new record of USD 24bn, driven by the UAE and Saudi Arabia. The UAE leads regional green bond issuance, recently reaching \$10.7 billion, up nearly 170 per cent and capturing approximately 45 per cent of regional totals.

As a leader in global climate action, the UAE has strengthened its role in driving efforts to mobilise climate finance with several global initiatives. These efforts advance the global climate agenda, further international co-operation in environmental sustainability, and support the green transition. DIFC is also bolstering its position as a regional and global hub for sustainable finance, innovation, and leadership, building on the dialogues initiated during COP28 and enhanced through COP29. Launched during COP28, the DIFC Sustain-

able Finance Catalyst is a cornerstone initiative in supporting start-ups and innovation in the sustainable economy by scaling sustainable financial flows from Dubai to \$100 billion by 2030, enabled by the first AI-driven sustainability knowledge hub. A workstream for the Future Sustainability Forum will be added to the 2025 Dubai FinTech Summit, creating opportunities for cross-sectoral growth between sustainability, ESG and innovation.

Bringing together 3,000 industry leaders, government officials, and sustainability experts to explore innovative solutions for achieving net-zero targets, advancing sustainable finance, and driving sustainability-led innovation, the Future Sustainability Summit hosted over 500 global investors and more than 100 speakers.

Dubai International Financial Centre (DIFC), on Wednesday welcomed more than 3,000 industry leaders, government officials, and sustainability experts to the 2nd Future Sustainability Forum 2024.

The event convened global experts to ideate, collaborate and inspire with insights, to accelerate the global transition towards a low-carbon, climate-resilient future, and showcase the UAE's sustainable practices, specifically in the financial environment.

WAM

Seventh Move introduces landmark projects

DUBAI: Seventh Move Real Estate Broker, reinforced its presence in the market, delivering exclusive property services and high-value investment opportunities in some of the city's most prestigious locations. Catering to both residential and commercial clients, Seventh Move is poised to redefine luxury real estate in Dubai with a portfolio of exceptional properties, including the Tonino Lamborghini Tower in Meydan, Bingham Skyrise in Business Bay, DAMAC Island in Dubailand.

Among the company's current top offerings is the Tonino Lamborghini Residences in Meydan. With starting prices from Dhs2.3 million for a one-bedroom apartment.

In addition to the Tonino Lamborghini Tower, Seventh Move offers other listings for DAMAC Island in Dubailand and the almost-sold-out Bingham Skyrise in Business Bay.

The anticipated return on investment for Seventh Move's current projects averages between 7-8%.

Some of the key future collaborations with top developers and influential industry entities, include a strategic partnership with Gulf Land Developers.

Alaa Muases, General Manager at Seventh Move Real Estate Broker said, "Seventh Move's philosophy is firmly rooted in a customer-centric approach, offering bespoke services designed to meet the unique needs of both residential and commercial clients. We place significant emphasis on the professional development of agents, providing specialized training programmes that enhance their market knowledge."

Adnoc partners with local, federal entities



Dr Sultan Bin Ahmed Al Jaber witnesses the signing ceremony in Abu Dhabi.

ABU DHABI: Adnoc has signed a Strategic Collaboration Agreement (SCA) with the Ministry of Industry and Advanced Technology (MoIAT), Abu Dhabi Department of Economic Development (ADDED), Abu Dhabi Investment Office (ADIO), and Abu Dhabi Chamber of Commerce and Industry (ADCCI), aimed at boosting local manufacturing capabilities.

The SCA, which was signed at Abu Dhabi Business Week, builds on Adnoc's successful In-Country Value (ICV) programme which is driving industrial growth and diversification while strengthening the UAE's manufacturing capacity.

It is designed to strengthen the UAE's industrial ecosystem and explore opportunities to support local manufacturers by leveraging key incentives, ensuring alignment with national strategic objectives, and fostering compliance with UAE regulations.

A core focus of the agreement is empowering small and medium-sized enterprises (SMEs) by integrating them into ADNOC's supply chain, fostering innovation, enhancing competitiveness, and contributing to the UAE's broader economic diversification goals.

The signing of the agreement was witnessed by Dr Sultan Bin Ahmed Al Jaber, Minister of Industry and Advanced Technology and Adnoc Managing Director and GCEO, and Ahmed Ja-

sim Al Zaabi, Chairman of ADDED and ADCCI. The signatories were Omar Suwaina Al Suwaidi, Under-Secretary, MoIAT, Badr Al-Oloma, Director-General of ADIO, Shamis Ali Al Dhaheri, the Second Vice Chairman of ADCCI and Yaser Saeed Almazrouei, Adnoc Executive Director, People, Commercial and Corporate Support Omar Al Suwaidi said, "This collaboration embodies the UAE's commitment to sustainable economic development."

The programme is in line with the National Strategy for Industry and Advanced Technology, Operation 300bn, to make supply chains more sustainable and achieve self-sufficiency in critical areas.

WAM

Rewardz wins four awards at Marketech

DUBAI: Rewardz, a global leader in innovative digital reward and recognition solutions, announced its remarkable performance at the Marketech APAC's Marketing Technology Awards 2024, earning recognition across four prestigious categories that underscore its excellence in customer engagement and loyalty, marketing technology, and client success partnerships.

The awards won by Rewardz include: Gold for Best Customer Engagement Platform, Silver for Tech Customer Success Team of the Year, Bronze for Best Customer Experience Platform and Bronze for Tech Commercial Team of the Year.

Rewardz's flagship products, SPUR and CERRA, played a pivotal role in securing these accolades, by empowering organisations to deliver impactful initiatives that inspire loyalty and celebrate achievement.

A particularly momentous accomplishment is the gold Rewardz brought home in the hotly contested Best Customer Engagement Platform category, based on two implementations in the Middle East region for channel engagement and rewards for distributors - first of its kind in the region.

"At Rewardz, we believe recognition is more than just a gesture—it's a strategic opportunity to create moments of joy and drive lasting success," said Ms. Jaya Maru, CEO of Rewardz Middle East. "These awards reflect our dedication to delivering cutting-edge solutions for businesses, from SMBs to Fortune 500 companies. With a strong presence across the Middle East and APAC, we're honored to partner with industry leaders to create meaningful, measurable engagement initiatives."