

# Dubai Tourism Inks strategic agreement with Dubai land department

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The MoU aims to enhance collaboration between both government entities and promote Dubai's real estate sector among investors at international conferences and exhibitions

Dubai Corporation for Tourism and Commerce Marketing (DCTCM), part of Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), yesterday signed a memorandum of understanding (MoU) with the Promotion and Real Estate Investment Management Sector of Dubai Land Department (DLD), as part of a strategic alliance for enhancing cooperation and mutual facilitation of their business ecosystems. Under the MoU, both entities will work together to identify appropriate platforms to promote Dubai as a destination for tourism, entertainment, and events, while also further enhancing Dubai's real estate sector.

The MoU was signed at the Dubai Tourism offices by Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM) and Majida Ali Rashid, CEO, Promotion and Real Estate Investment Management Sector, DLD. The signing ceremony was attended by HE Helal Saeed Almarri, Director General, Dubai Tourism, and HE Sultan bin Mejren, Director General of DLD, along with several officials from both Departments.

The agreement outlines plans for both entities to enhance the Emirate's position as a trade hub and stimulate a unique investment environment by promoting real estate projects, organising, and hosting key trade exhibitions, and participating in international conferences. The MoU aims to offer wide-ranging support to companies as they establish their offices in Dubai, including reviewing legislation to integrate and elevate business standards as well as equipping them with the right infrastructure, events, and expertise. It also promotes the exchange of information, expertise, and continuous coordination to protect the intellectual property of both entities.

Commenting on the signing, HE Helal Saeed Almarri said: "Dubai Tourism continues to strengthen its ties with various government entities to promote Dubai's extensive destination proposition to investors and leisure visitors, while also encouraging them to attend various international

conferences, events, and exhibitions. The signing of this MoU is a crucial step towards coordinating and consolidating our efforts to effectively leverage Dubai Tourism's global marketing campaigns and the experience of DLD in promoting one of the city's key economic sectors throughout the year."

**HE Sultan bin Mejren** said: "The new MoU will be beneficial for both departments, especially since its ultimate goal is to strengthen Dubai's image as one of the most important investment havens and tourist destinations among major global cities. The MoU comes as part of our continuous efforts to explore cooperation opportunities with various government entities to improve joint government work, and provide our services according to the highest standards of performance for our customers as well as optimally benefit from the opportunities to promote Dubai's brand. We achieve this by highlighting all of Dubai's principles and strengths to the global audience, especially the targeted groups looking for meaningful opportunities. The MoU aims to integrate efforts between the two departments and represent Dubai in the best possible way to highlight its distinctiveness, competitiveness, and unique characteristics from a wider perspective.