

## MARKETEERS EXPORT GUIDE: UNITED ARAB EMIRATES



Performance Digital Marketing  
Make **EXPORT** Ads Work

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edition

# About Blue Thirst

Blue Thirst are a Facebook & Google Ads Premier Partner certified Agency. Specialists in Search, Mobile, Display, Shopping, Social & YouTube campaigns.

We are experts in generating relevant traffic and conversions in competitive or new markets.

## Our Qualifications



### Google Premier Partner

The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up-to-date with the latest product knowledge. In other words, they earned it, and are highly qualified.



### Bing Partner

The Bing Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, provides access to the Microsoft community and technical experts. The Bing Partnership is recognition of their level of expertise running Bing Ads campaigns.



### Facebook blueprint certification

Blueprint Certification lets you validate your proficiency through proctored exams in specific advanced level competencies. It measures professional competency and earns you a verifiable credential that people can see on social media. Acquiring Facebook Blueprint certified status endorses your ability the digital marketing industry.

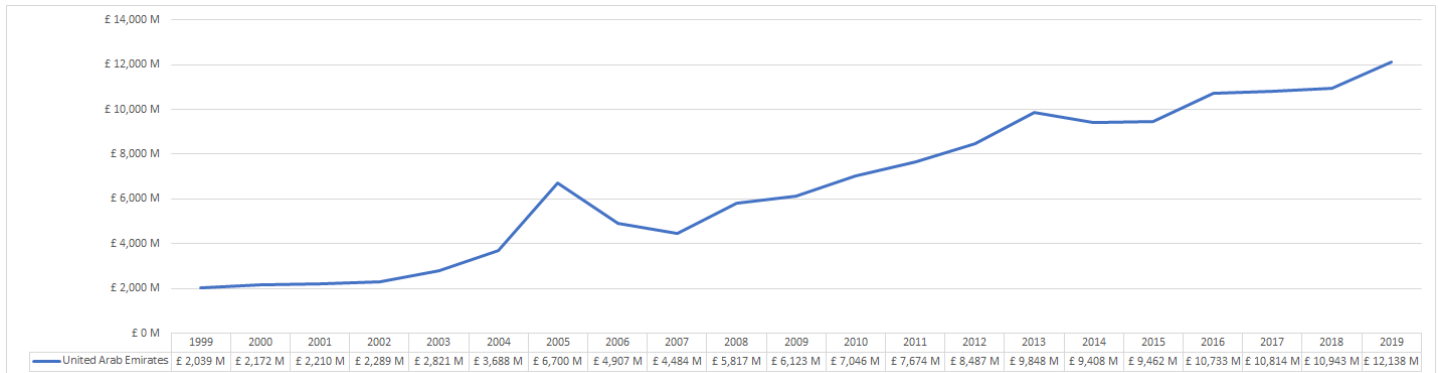
## This Document

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# MARKETERS EXPORT GUIDE: UNITED ARAB EMIRATES



*"The United Arab Emirates (UAE) is one of the UK's most important trading partners and one of the fastest growing markets for UK exports. In 2018, exports to the UAE from the UK totalled more than £10.5 billion and we had a trade surplus of more than £4 billion (ONS, 2018). [great.gov.uk](https://www.gov.uk/government/news/uk-exports-to-the-uae-reach-a-new-high)*

Ease of doing business

**16th**

out of 190 countries  
(World Bank, 2019)

Currency

**UAE dirham**

Business languages

**Arabic, English**

Arabic is the official  
language with English  
widely spoken

GDP per capita

**\$40,710**

UK is \$42,560 (IMF,  
2018)

Economic growth

**1.7%**

(IMF, 2018)

Time zone

**GMT +4**

\*[great.gov.uk/markets](https://www.great.gov.uk/markets)

## What Do We Currently Export?

Categories where the UK is an important import partner

category	United Arab Emirates's imports from United Kingdom	United Kingdom's exports to world		United Arab Emirates's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	\$2,218,594 k	\$73,129,406 k	3.03%	\$28,137,902 k	7.88%
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	\$1,136,548 k	\$42,543,967 k	2.67%	\$58,579,026 k	1.94%
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	\$854,979 k	\$50,491,930 k	1.69%	\$19,229,185 k	4.45%
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$611,498 k	\$28,381,003 k	2.15%	\$36,721,009 k	1.67%
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	\$234,150 k	\$19,856,311 k	1.18%	\$4,109,175 k	5.70%
Beverages, spirits and vinegar	\$218,737 k	\$10,252,308 k	2.13%	\$1,144,348 k	19.11%
Essential oils and resinoids; perfumery, cosmetic or toilet preparations	\$214,058 k	\$5,747,320 k	3.72%	\$3,183,346 k	6.72%
Pharmaceutical products	\$213,810 k	\$27,124,153 k	0.79%	\$4,079,560 k	5.24%
Articles of iron or steel	\$143,791 k	\$5,783,089 k	2.49%	\$4,448,888 k	3.23%
Aircraft, spacecraft, and parts thereof	\$124,163 k	\$18,438,817 k	0.67%	\$4,630,277 k	2.68%

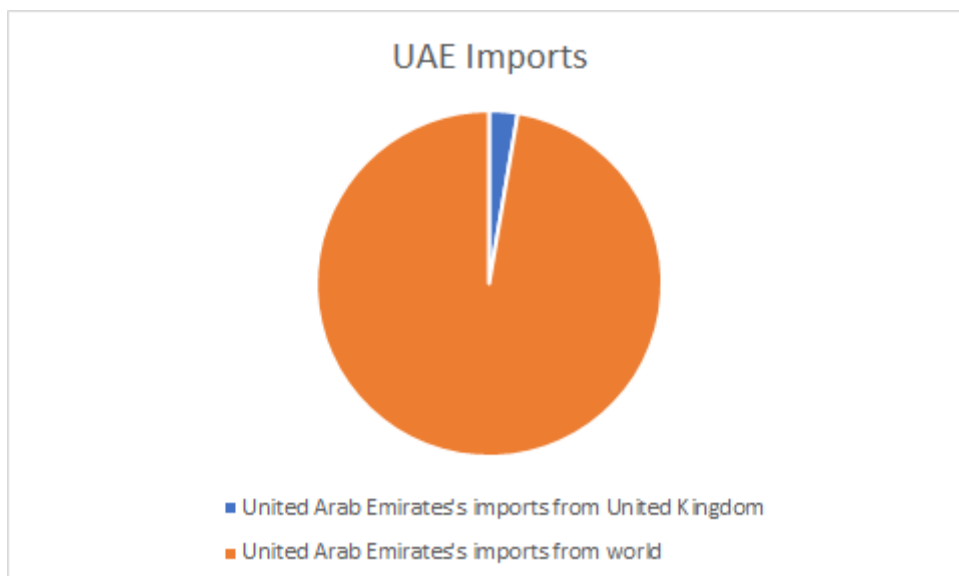
# Where are potential Opportunities?

## Categories where the UK could potentially increase exports

category	United Arab Emirates's	United Kingdom's exports to world		United Arab Emirates's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	\$51,367 k	\$40,885,436 k	0.13%	\$16,469,395 k	0.31%
Commodities not elsewhere specified	\$1,921 k	\$11,264,865 k	0.02%	\$18,846,263 k	0.01%
Iron and steel	\$35,153 k	\$6,619,765 k	0.53%	\$4,311,239 k	0.82%
Footwear, gaiters and the like; parts of such articles	\$7,625 k	\$2,463,185 k	0.31%	\$2,012,170 k	0.38%
Meat and edible meat offal	\$4,832 k	\$2,353,837 k	0.21%	\$2,281,642 k	0.21%
Inorganic chemicals; organic or inorganic compounds of precious metals, of rare-earth metals, ...	\$3,734 k	\$2,225,875 k	0.17%	\$3,023,979 k	0.12%
Copper and articles thereof	\$27,662 k	\$1,723,353 k	1.61%	\$3,101,731 k	0.89%
Articles of leather; saddlery and harness; travel goods, handbags and similar containers; articles ...	\$5,013 k	\$1,272,373 k	0.39%	\$1,271,323 k	0.39%
Clocks and watches and parts thereof	\$2,574 k	\$1,118,462 k	0.23%	\$1,777,421 k	0.14%
Cereals	\$505 k	\$741,249 k	0.07%	\$1,080,277 k	0.05%

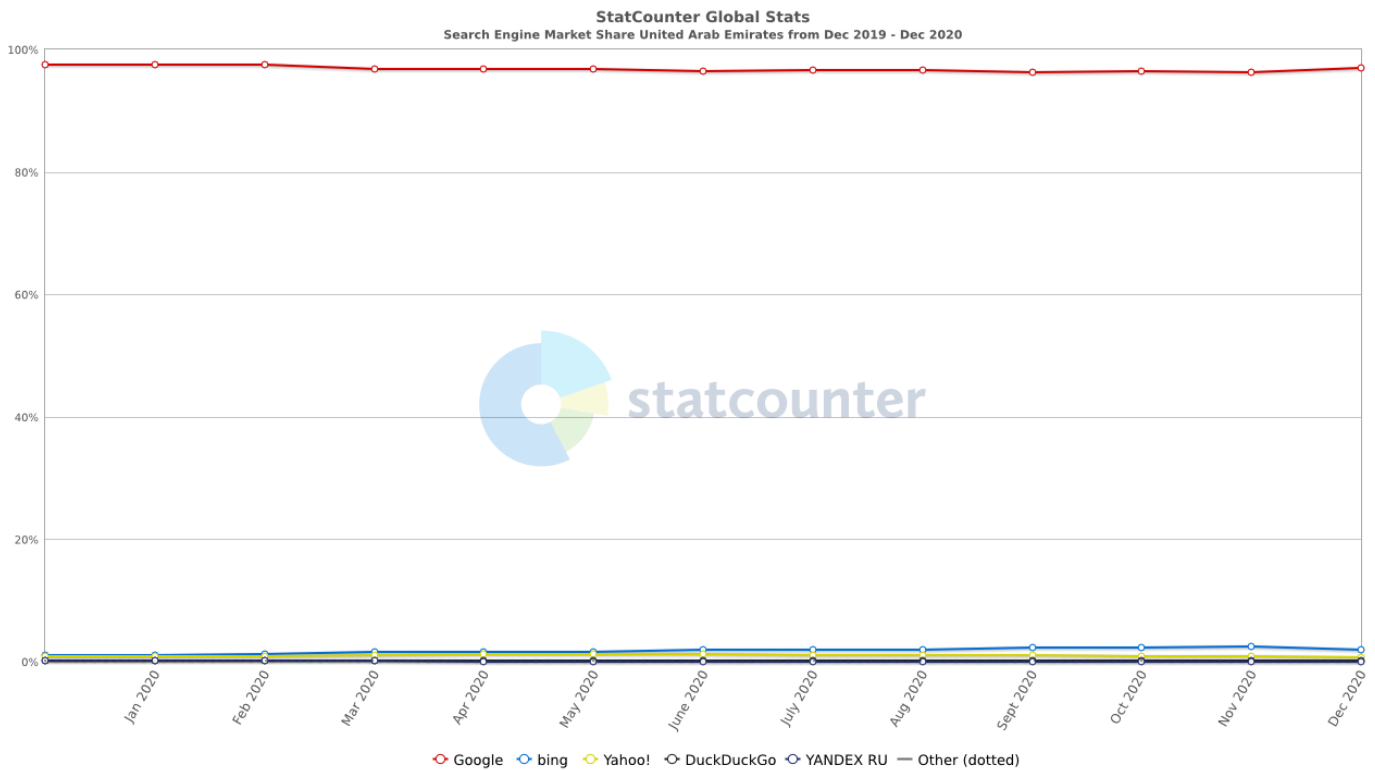
These are the top 10 categories where the UK exports high but a low amount of these products are imported by the UAE

[Click to View Live Export Opportunities in UAE](#)

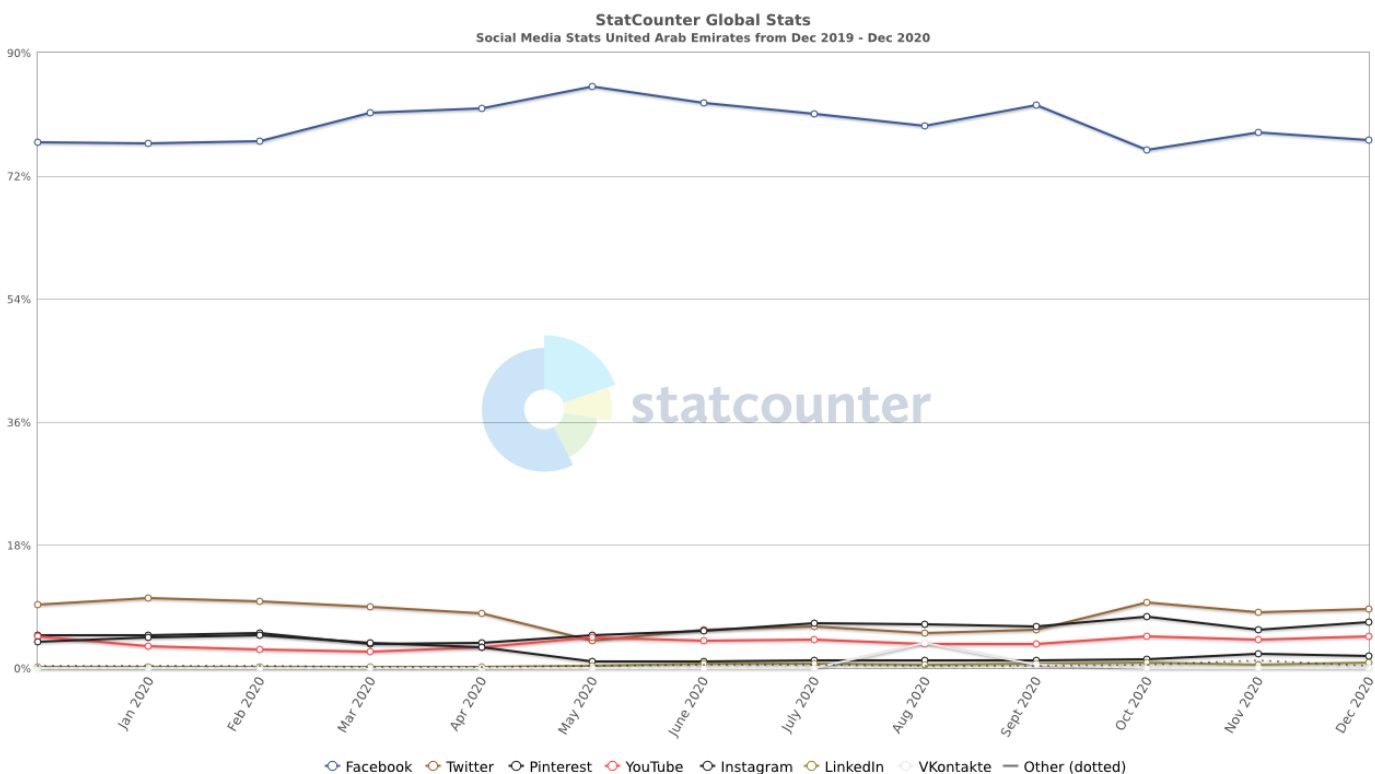


# UNITED ARAB EMIRATES DIGITAL MARKETING

## United Arab Emirates Search Engine Usage



## United Arab Emirates Social Media Usage



# Make **EXPORT** Ads Work