Dubai Smart City: What are its excellence standards?

UAE Council of Scientists: A new vision on the path of nurturing future scientists

Government innovation around the world

“Smart Dubai” launches Smart Dubai Platform with strategic partner, du

Smart Buildings

Smart Energy

Smart Roads

Smart Entrepreneurs

Smart Police

Smart Airports
Single login

630

Government Services

Register in MYID

600 560 000

For more information log on to the official website of MyID www.myid.dubai.gov.ae
Our vision
To become a world-class smart government for the 21st century.

Our mission
To formulate and implement policies and initiatives for innovative and smart ICT usage contributing to economic welfare, social progress and global competitiveness of Dubai.

Dubai Smart City: What are its excellence standards?

Dubai Smart Government Establishment: representing smart transformation

Government of the future .. for a happier society

Will 2016 be the year of eCommerce in the Middle East?
Dubai is the city of happiness..

When the new government formation was launched based on the direction of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, who issued Decree 28 for the year 2016 to establish the UAE’s future government, it represented the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister, and Ruler of Dubai when he said: “Nothing is more valuable than a human life.”

The formation of the new government reflected the vision of leadership to encourage more developments in all fields in the UAE and to make the strategic goal of the future government, the happiness of people. The vision came closer to reality as we saw the introduction of the Minister of Happiness announced at the World Government Summit 2016, which was attended by 125 governments and 3,000 participants. This put the UAE at the forefront as a global leader in the government sector.

Dubai Plan 2021 targets different pillars that aim at making Dubai a home for people full of honour and happiness and making it the best place to work and live. The plan also aims to make Dubai a global role model in terms of the smart integrated and connected city through the implementation of the best practices and by providing smart and modern capabilities that contribute to people’s happiness. Today, Dubai has become a unique model for smart transformation on a global level.

All government entities in Dubai work together to introduce smart innovative solutions to make the government services carried out around the clock easy efficient and transparent, in order to meet the expectations of customers in Dubai, the city of happiness. The “Dubai Now” app, which is a unified comprehensive platform for smart government services, has won the “Best m-Government Service Award” at the end of World Government Summit 2016. This was the result of the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai to make future government services available today through the best implementation of modern technologies and through enhancing innovation to make people’s lives happier. This can be achieved through adapting the Dubai Smart City Office strategy by DSG. Based on four main sectors, including connected services for companies and individuals, enabling services provided to Dubai city, unified apps for the government and connected infrastructure in Dubai, the strategy includes smart and unique projects that increase customers’ happiness and enhance their trust in the government smart services, save time and effort, and contribute effectively to the transformation of Dubai as the smartest city in the world.

Today, DSG interactively measures customers’ happiness each and every second. Taking into consideration the rapid changes and the fast changing expectations of people, this measurement is done through smart devices in government departments that are connected to a central network which monitors a “Happiness Index” then sends daily reports to decision makers to monitor the happiest government geographic zones. This helps develop, promote, and enhance the steps towards transforming Dubai into the smartest city in the world.

Finally, it is a fact that the unique path Dubai has taken has helped the city achieve all of its success because of the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, as he sees that within the race to individuality there is no finish line and that looking forward is the only guarantee to lead.
Smart transformation news

DHA launches integrated health record system

Dubai Health Authority (DHA) has launched an initiative for integrated health records which will be ready by the first quarter of 2018. The new system will serve 2,700 government and private health facilities in Dubai.

The system includes two types of health records which are Electronic Medical Record (EMR), the system responsible for creating an electronic record for patients in the government hospitals, and the Electronic Health Record (EHR) which will be responsible for providing the private hospitals with (EMR) records.

Dubai Smart City Office delegation visits France to learn about its best smart practices

A delegation from Dubai Smart City Office visited France headed by Dr. Aisha bint Butti Bin Bishr, Director General of Dubai Smart City Office, to learn about the best smart transformation practices in the cities of Paris and Lyon. The delegation met with a number of experts and representatives of the leading smart technology companies, where the delegation attended a presentation on Lyon’s smart strategy that made it the first smart city in France.

RTA launches first smart shelter for bus users

Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), Mr. Mattar Al Tayer, has launched the first smart air-conditioned shelter to be used by public transport users in Jumeirah. The umbrella will provide multiple services to the public and users can also benefit from free Internet. The project was carried out in cooperation between RTA, “Right Angle” and “du”, in the context of RTA’s efforts to participate in the plans of transforming Dubai into the world’s smartest city.

Ministry of Education launches the first electronic communication network

The Ministry of education has launched the first stage of the teachers’ electronic communication network, which will include 8,300 teachers now and cover all teachers in the country when it is completed. The network aims to enhance the communication means between teachers to exchange experiences and ideas on the best teaching practices. The network also aims at exchanging knowledge among teachers through introducing the best innovative teaching methods. This network comes as an important step towards the school of the future where innovation is the main pillar to enhance education and improve its outcome.

You can find more news on our facebook page: www.facebook.com/dubaismartgovernment
Dubai Smart Government Establishment works under the umbrella of Smart Dubai Office, in coordination and cooperation with all its partners in Dubai government, in order to make Dubai the happiest and the smartest city in the world, based on the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

All these efforts focus on carrying on the march of excellence and success in order to oversee the future, support the emirate in its smart development and harness modern technology to serve the residents of Dubai; with the aim for them to be happy and for Dubai to become a global example of an integrated and connected smart city.
Smart roads and transportation network

Dubai has the most advanced traffic flow analysis and management systems in the world. Drivers can now link to the RTA smart drive app (available on iOS and Android) to get the fastest route to their destination. Those without the app can still get updates about accidents and congestion via the city’s many smart signs.

In terms of public transport, the central traffic control centre and bus tracking system makes the use of public transportation a very comfortable and smooth experience. Passengers can get alerts through their smartphones on bus schedules as well as the number of available taxis near their location.

Smart power grid

An ambitious project to install smart meters not only enables meters to read themselves but allows the implementation of a sliding scale pricing system to motivate the public to save electricity and rationalize consumption at peak times. As well as consuming electricity from the grid, Dubai’s citizens can also produce their own electricity, through sustainable means such as solar cells on the roof. Any surplus power can be sent back to the grid in return for a share of the revenue.

Dubai is also increasing the number of car charging stations. Drivers of electric cars will be pleased to find there are now many places where they can recharge their cars.

Practicing smart business

The UAE leads the Arab countries in the field of cross border business and trade, according to a World Bank Report. Dubai Trade leads the smart commercial services through the establishment free zone companies, shipping, insurance services and comprehensive integrated smart services that make the flow of goods to and from Dubai a very quick and easy process. This helps Dubai companies to be more competitive due to the time and money saved through reduced bureaucracy.

Smart police

No development and prosperity is possible without security and stability, and this is achieved by Dubai Police who are considered among the best police departments in the region in terms of their ability to maintain security, stability and safety of the residents.

Dubai Police carries out its mission through a sophisticated system of devices used in operating rooms, police stations, and through the use of surveillance cameras, big data analysis, and smart police patrols, which all make the police’s eyes watchful to combat crime and to extend the force of law.

All of this is reinforced by a full range of electronic services and smart applications that make all individuals in society also into police, as they can use smart technology to aid the police.

Smart justice

Starting with electronic notary, or smart lawyer, and the smart Judge, Dubai Courts do not stop in their efforts towards initiatives to automate and modernize of the sectors which are most resistant to the process of smart transformation. Their aim is to make the process of litigation a quick and easy experience.

Smart Civil Defence

The fire which broke out at the Address Hotel during Dubai’s celebration of New Year’s Eve and the rapid response to that fire, without any injury or loss of life, was the biggest testament to Dubai’s exceptional ability to deal with such disastrous events. This demonstrates conclusively that the investment in infrastructure, including the smart buildings and alerting systems, as well as the readiness and efficiency of the people at Dubai Civil Defence, highlights the extent of the smart development of Dubai city.

Airports for smart travel

Dubai receives about 70 million passengers each year, which makes it one of the busiest airports in the world. To allow for the vast numbers of passengers entering and exiting the country each and every day, Dubai Airports has established “smart counter” and “E-gate” which aim to ease the process of arrival and departure and avoid having to go to a passport officer.
Unique international project

The Smart Dubai Platform is a unique undertaking for any city in the world. Several leading cities have established ICT platforms but often limited them to specific uses or a single dimension. The newly-conceived Smart Dubai Platform unites city services, the Internet of Things (IoT), cloud services, Big Data and digital identity across all dimensions to build the most comprehensive exchange for government and private sector services, delivering unprecedented value for the city.

Partnership between government and private sectors

The Smart Dubai Platform will be developed and implemented by du, in an ambitious and unique public-private partnership model that will set new a benchmark in cross-sector partnerships for smart city initiatives globally.

“Our vision has consistently been to transform Dubai into the happiest city on Earth. The Smart Dubai Platform forms the backbone of our smart city transformation. Uniting the city’s physical infrastructure, open and shared data, and citywide smart applications, the Platform will become the central ‘operating system’ and the nerve centre for Dubai.”

“We envision radical enhancements to our city’s leadership decision-making, operational efficiencies, and daily quality of life: for a city planner,
directing operational cost-savings into data-driven research and development; for a mother, checking health data from her child’s school to determine if a flu vaccination is required; for a father, reviewing household energy consumption to conserve resources and save money for a family vacation; for a tourist, utilizing the live public transportation data to make the most out of his time spent in the city; and for all commuters, enjoying reduced traffic congestion as more and more services are transacted online”, said Dr. Aisha bin Bishr, Director General of the Smart Dubai Office.

Supporting decision makers

As the Strategic Partner for the Smart Dubai Platform, du brings an extensive knowledge and understanding of Dubai’s approach to a smart city. This is exemplified by the company’s ongoing smart city initiatives, continuing investment in smart infrastructure and long-standing support of entrepreneurship and fostering innovation. In delivering the Smart Dubai Platform, du will pioneer a cap-ex free, flexible, partnership-based business model that is unlike any platform-based city model operating in the World today.

“The introduction of the Smart Dubai platform marks a significant step towards the UAE’s smart city transformation. du has supported the UAE leadership’s smart city vision by introducing the infrastructure with the capabilities of empowering all UAE entities to step into a smart future,” said Osman Sultan, Chief Executive Officer, du. “At du, we consider our contribution as being an essential mainstay to the local economy, as well as the facilitator of a collaborative ecosystem between a whole host of public and private players.”

“The Smart Dubai Platform was envisioned through a detailed and collaborative scoping process that placed the customer at the center. This meticulous process has resulted in a Smart City Platform blueprint that is unlike any other globally and encompasses the full city. We are reshaping the way government services are structured to meet the needs of the customer, rather than the other way around,” Dr. Aisha bin Bishr added.

The user as a centre of the platform

In accordance with the Dubai Data Law, the Smart Dubai Platform will facilitate the exchange of open and shared data between the public sector, private sector and individuals, creating new opportunities for engagement and contributing to the smart city future of Dubai.

New model for partnership

By centralizing data and sharing tools, the Smart Dubai Platform will enhance synergies between government and private sector services, optimizing cost and delivering time saving benefits to both organizations and customers alike.

The Smart Dubai Platform will significantly enhance real-time and data-driven decision making capabilities for the city government, enabling city leaders to engage in community-wide dialogues and analyze rich city data across multiple dimensions. The Platform will also enable the continued enhancement of existing smart initiatives and services through data-driven analysis and innovation.

Making data exchange easier

The Smart Dubai Platform will become an essential asset for Dubai’s economic growth and diversification, stimulating the high-tech sector in domains such as Big Data, Data Analytics, Cloud Services and the Internet of Things (IoT), to drive value for governments, private sector and individuals. Local high-tech talent and job skill development will also increase in response to the developing market.

In line with the mission of Smart Dubai, the Smart Dubai Platform will leverage the latest technological innovation to facilitate the exchange and delivery of city data and services, to make Dubai a more seamless, safe, efficient and impactful city experience for all residents and visitors.

Smart Dubai

Launched in 2014, Smart Dubai was founded on the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, to make Dubai the happiest city on earth, by embracing technology innovation across all city dimensions. Established in December 2015, the Smart Dubai Office is the government office charged with facilitating Dubai’s citywide smart transformation, to empower, deliver and promote an efficient, seamless, safe and impactful city experience for residents and visitors.

Smart Dubai is committed to a collaborative and agile approach to Dubai’s smart city transformation, empowering strategic partnerships with the public and private sector and academia to design and implement services and elevate citywide thought leadership, in line with its mission to make Dubai the happiest city on earth through technology innovation.
Dubai has become a role model in the field of smart transformation on a global level within its march to continue and develop its excellence, led by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, who could make Dubai a global financial and commercial hub and a bridge between cultures and civilizations of the world. Dubai Smart Government Establishment works under the umbrella of Smart Dubai Office, in coordination and cooperation with all its partners in Dubai government in order to make Dubai the happiest and the smartest city in the world based on the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

Culture of smart transformation

DSG is moving towards a new, never before witnessed, culture of community. While the successful performance of DSG motivated individuals and institutions to change their lifestyle, these smart services also motivated them to have more positive interaction in the framework of their communities. The smart social culture is considered to be a foundation in the march of the Government of Dubai towards comprehensive and continuous development. In its enthusiasm to provide greater community awareness of its services, DSG continues, through its media platforms, to emphasize its first strategic goal; serving human beings and creating an atmosphere of living characterized by ease, convenience and efficiency.

A recent study announced by Telecommunications Regulatory Authority (TRA) shows the high prevalence of various smart devices in society, with the UAE taking the lead among Arab countries in the use of Arabic social networks. This indicates that society has become ready for the culture of smart transformation and can overcome the obstacles to smart transformation.

Happiness index

Dubai Smart Government activated the “happiness index” officially on the 1 April 2015, where smart services in many government departments in Dubai are now able to provide an opportunity to the public to express their satisfaction with the services provided to them, in order to improve their performance and make sure that customers benefit from these services.

The completion of smart transformation process

DSG officially leads the completion of the process of smart transformation in all Dubai Government departments to provide coherent services to companies and individuals, joint apps for government departments and joint infrastructure for Dubai. DSG will establish and manage a virtual infrastructure that will become the base for more technical developments that allow service providers to constantly update their services.
Government information network and cloud services

The government information network links government departments’ systems in order to transfer government information and execute transactions with high degree of protection; ensuring the reliability of such information and its invulnerability to any error or external interference. The network includes the latest networks and firewalls, managed by a dedicated team which determines the correlation policies between departments and the network. The team also monitors the network and follows up to ensure the sustainability of the network’s activities, intervening immediately in case of any emergency. This network connects about 58 points of contact with the government and semi-government entities at high speed, guaranteeing a smooth connection.

Smart Disaster Recovery

The Unified Government Disaster Recovery centre combines 28 local government departments’ systems. It aims to provide and manage a safe environment for the security of government information, ensuring business continuity and contributing to the sustainable development of Dubai during its journey to becoming the smartest city in the world.

Smart apps for individuals

DSG has developed a number of smart apps in harmony with the needs of the community and its culture. The smart applications express the government’s commitment to providing the greatest possible ease in the completion of transactions and thus achieving the highest satisfaction and happiness levels among the public. The government provides its smart services through the “Dubai now” App which allows users to access the most needed government services in Dubai and offers more than 50 smart service from 22 governmental entities.

Electronic payment: a gateway & app

ePay electronic payment service enables users to pay their DEWA bills, pay for the renewal of licenses in Dubai, pay for Dubai Customs services, top up Salik and Nol accounts, pay Dubai police fines, donate to “Dubai Cares”, get certificates of medical fitness and renew licenses of medical facilities of DHA.

The mPay app allows users to use their smart phones to inquire about the payment transactions for government services when paying government and semi-government fees. The app can be found under the name “mPay” on the App Store for iPhones or Google Play Store for Android smartphones.

MyID - unified login

The electronic identity service “MyID” provides users with access to unified government services, where users can reach all government electronic and smart services on smart phones or on the Internet with one common logon. MyID has been launched by DSG in cooperation with Emirates Identity Authority.

Government Employee as a smart user

The “Smart employee” app has been designed for smart devices and tablets, allowing access to 20,000 government employees, available on the App Store and Google Play Store under the name “Smart Employee”.

The app provides Dubai government employees with a list of self-services such as provision of leave and notice of return to work, inquiring about holidays, requesting for the previous vacation balance, attendance and permissions records, salaries, the hierarchy of a team or searching for an employee and contacting him. The app also provides managers and supervisors with the possibility to access the purchase and leave application forms from anywhere at any time, in addition to displaying notices for managers to take appropriate action.

Government Resource Planning Systems

Government Resource Planning systems are considered to be an integrated system of central technical solutions provided by DSG for all government departments in Dubai to run all the basic internal government operations related to financial and logistical areas such as human resources, payroll, employment, asset management, suppliers and services for staff. All in accordance with the financial policies, regulations and laws of human resources management approved by the Government of Dubai.

e-Job -opportunities for all

The “e-Job” is a gate for employment that allows citizens, residents and even those who live outside the UAE, to electronically apply for a vacancy announced by government entities in Dubai.

The app also allows the human resources departments in government entities in Dubai to participate in the portal by announcing the vacancies they have and also by nominating applicants that meet their jobs criteria, scheduling interviews and submitting the job offers to candidates. The portal has been designed to provide a fully electronic mechanism for dealing with applications for employment.

Smart government correspondence

DSG provides an integrated system of communication and email for all government departments services. This system helps each employee to create an e-mail on Outlook, with a high level of security and protection, while still allowing them to view email on their smart phone.

Transparency guaranteeing development

DSG offers “smart surveys” to improve electronic and smart services provided to the public by government agencies in Dubai. Through enhancing the principle of transparency in the bilateral relationship between the government and the public, the government allows the public to express their opinion on the electronic and the smart transformation policy taking place in Dubai.
Government innovation around the world

The responsibility of governments is no longer limited to securing the present for people, as government institutions in many countries have started to consider the responsibility towards the future needs of their communities and their citizens. Creative innovations have become a natural consequence as governments seek to enable and encourage out of the box thinking amongst individuals and organizations in order to help meet the ever growing demands of the future.

Social inclusion at the forefront

It has become vital for governments to provide solutions through innovative technologies that help direct and drive government work and make it an integral part of a permanent and continuous dialogue between institutions, communities and themselves. This involvement of all the different sections is important because of the potential unfamiliar challenges that governments may face with the rising population, ongoing climate changes and the growing political and economic challenges.

Criteria for evaluating innovations

Innovations are evaluated on three criteria; the first is how new and unique the creation is, the second is how effective it is upon application and how much government work can be improved through its use, and the third is its potential to be adapted in different countries.

Methodology of government innovation

The government innovation methodology is based on the role of government institutions to develop and improve the lives of the population through the creation and implementation of services that cater to their healthcare and educational needs. It also looks at what enhances mutual trust between the population and the government, and raises the standard of living while establishing an economy capable of growth and stability. The government innovation methodology is based on reaching innovative and successful solutions that are able to meet the challenges that face the societies around the world.
Mohammed Bin Rashid Centre for Government Innovation
The Dubai Government has always been amongst the first to recognize the importance of government innovation. The Mohammed Bin Rashid Centre for Government Innovation was a consolidation of the concept and culture of innovation in the public sector, as the Centre was able to develop an integrated system for government innovation and strengthen the position of the United Arab Emirates as the most innovative government in the world.

The Centre helps provide opportunities for individuals to showcase their ideas, abilities and innovative cultural contributions. The center also works on the development of innovation skills for government employees through the dissemination of innovation and the foundation of global partnerships to attract global innovations and implement them in Dubai.

Harnessing the sun’s energy
Harnessing the sun’s energy was a hot topic at the 2016 World Government Summit. Apart from the size of oil and gas reserves in the Arabian Gulf, alternative energy has become an urgent need for countries in the region due to the significant decline in the cost of PV technologies. The availability of power plants that rely on solar photovoltaics gives an opportunity to generate electricity at a cost less than that of diesel, natural gas, nuclear energy, and even offshore wind farms, which means that the real future of energy will be directly linked to the sun.

Masdar & its achievements
The use of solar energy will undeniably decrease carbon emissions, however, doubling the use of these resources by the year 2030 is expected to drop emissions by two degrees. This will, in turn, alleviate the concerns regarding climate changes. Researchers at Masdar in Abu Dhabi have achieved a great scientific breakthrough, proving that the use of desert sand in solar power plants can help store thermal energy of up to 1000 degrees Celsius.

Mohammed bin Rashid Smart Majlis
Mohammed bin Rashid Smart Majlis is considered to be the largest integrated smart and interactive platform in Dubai, and this platform brings together 30 government departments which aim to receive all the ideas, suggestions and observations of the public around the clock, and conduct smart brainstorming sessions followed-up directly by HH Sheikh Mohammed bin Rashid Al Maktoum. The Majlis is a qualitative shift in the concept of communication towards the development of Dubai, in order to support and enhance the efforts to raise the happiness indicators of the population in the emirate. It is an open door for all segments of society to be part of the improvement and the continuous development of the city where His Highness Sheikh Mohammed bin Rashid Al Maktoum believes that reaching the desired goals for Dubai to be the smartest city in the world can be achieved only with the help of the citizens, the residents and the visitors.

SOS App
Dubai Police have adopted a new SOS app for Apple watches that enables people in emergency situations to call for help at the click of the button. Once the person clicks for help, the watch sends a direct alert to the operations department within Dubai Police. In seconds, the nearest station can commission police patrol to the user’s location and ensure that they are there within just a few minutes. The service is an integrated electronic emergency system that links the country’s population to the Dubai Police control department and gives priority to patients with heart disease, people with special needs, the elderly and those who live alone.
One of the most important questions represented by smart transformation is the ultimate goal of smart cities within a renewed and developed world. Observers of smart transformation developments and initiatives will clearly notice that those initiatives are there to make the smart city’s inhabitants more intelligent than their peers in traditional cities, and even smarter than the smart cities they live in. The real guarantee for the continuous smart growth of these cities is based on making the population smarter than the initiatives that are applied, and thus those smart cities can consistently create new and innovative initiatives, ensuring that those smart cities will not become traditional cities when smarter cities appear.

Winners and losers

The transformation to the culture of smart city leads to advantages and disadvantages, opportunities and threats, and to winners and losers. The transformation of people from a traditional lifestyle to a new pattern of life can lead to a social, cultural and economic revolution called the “smart revolution”, and always accompanied with concerns on the ease of access, security and privacy.

Perhaps the question that arises permanently by the strategic planners for smart cities is whether these cities will strengthen the social relations or not, due to the cultural understanding that people today have to live with in a default world in terms of friends, jobs and business.

The damage of deactivation in smart cities is not a conventional crash, such as those that affect machines, or even electronic devices because smart technologies are getting out into the real world and establishing new concepts of modern living in a way that people’s perception on how their lives will be in the future will change.

Smart technology cannot give us happiness even if it reaches the most advanced levels, but this technology helps us become self-sufficient and monitors our health around the clock, which is the reason behind many of our diseases, especially the lack of community happiness, stuffing our minds around the clock with messages and alerts of social networking, what would transform us into inactive objects, so are we ready to face such a failure?

The inevitability of smart city and conditions of happiness

When our refrigerator requests the food it lacks, and when robots clean up or houses or offices, take us to work, take care of our children in their daily journey from home to school, we in this case might face a group of social and psychological indicators that we have to take into consideration while we are proudly building smart cities which have become essential to our future, and to the future of generations to come. At the same time, we have to keep in mind what may result from the negative indicators, and while attentive to these potential indicators, we will be able then to build real happy smart cities.
UAE Council of Scientists: A new vision on the path of nurturing future scientists

The formation of the UAE Council of Scientists comes as a strategic initiative on the road to achieve the goals of the structural changes announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, during World Government Summit 2016, so that the UAE Council of Scientists will establish a new era in UAE’s history and in the lives of its people and its government economically, culturally and politically.

Objectives and strategies
The UAE Council of Scientists aims at establishing a scientific movement in all areas without exception, and it comes to emphasize the vision of the country’s leadership, which looks at the twenty first century as a century of innovation and production. The Council seeks to recruit and motivate the innovative minds to discover and invent as an affirmation to put the UAE on the map of developed countries in terms of technology and civilization.

Council’s pillars
The Council is comprised of a group of academics and researchers who will provide scientific advice to the government and participate in the review of policies related to innovation, technology and science, in addition to overseeing the programs aimed at graduating generations of scientists and employing the Council’s flexible mechanism in order to enhance the strength of the desired change scientifically. The Council is based on two main pillars:

- Nurturing individuals with intellectual, cognitive and scientific excellence and promoting them in scientific research to present the achievements that are able to establish an economy that is eager for knowledge.
- Investing in people, especially the youth who are considered the most important tool by the leaders for development. The council includes a group of young men and women who will assume an advisory role for the government with regards to youth issues.

Through the launch of the UAE Council of Scientists, the UAE is seeking to establish a scientific life and attract expertise and minds who are capable of attaining scientific achievements that can serve humanity and solve many of the problems faced by countries around the world, especially with the increasing population, the lack of environmental resources, and the serious environmental fluctuations.

HH Sheikh Mohammed bin Rashid Al Maktoum: UAE is a hub for science and scientists
When His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, announced the Minister of Happiness at the World Government Summit 2016, it took the world by surprise. The first of its kind globally, the new addition demonstrated the UAE’s commitment to focusing on the human being as the fundamental pillar for the country’s future plans of development.

The main role of the Minister of Happiness in the UAE is to build bridges between relevant ministries, civil societies and communities. The main responsibility will be to harmonize all state plans, programs and policies and bring them together to work towards achieving a happier society.

In an article published by His Highness Sheikh Mohammed bin Rashid Al Maktoum on the establishment of the Ministry of Happiness on his personal LinkedIn account, titled (Why ministers of happiness, tolerance, youth and future?) His Highness said: “Happiness for individuals, families and employees, their satisfaction with their lives and being optimistic about the future, are the foundations of our work in all sectors. The government had to establish the Ministry of Happiness for guidance and follow-ups on all government entities and also help the private sector achieve the same.” HH Sheikh Mohammed added: “Our country does not offer empty promises and we will endeavor to create a happy society by maintaining a flourished environment through national development based on the main values led by young people, and by focusing on a future where we all participate to achieve happiness.”

Dubai Government established a centralized network for monitoring the happiness index in government departments and entities, which helped the decision makers monitor the happiest regions and departments characterized by having more satisfied customers with the services provided to them. Establishing the happiness index in the UAE government departments was a leap that clearly demonstrated the government’s goal being the happiness of the people.

Since 2012, the United Nations has been gathering research from global research centres and worked towards issuing an annual guide that ranks the world’s countries based on the rates of happiness. The guide spotted happiness indicators in the sectors of education, economy, public administration, health, security, positive social relationships, freedom and entrepreneurship. The UAE ranked first among Arab countries in the happiness index.
**Events Security Committee App**

This app helps users learn about the events taking place in Dubai throughout the year. It aims at making the events’ information available for users. It also aims at making users aware of the procedures and instructions of each event in order to enhance the quality of these events and make sure all individuals and families attending the events are safe and secure.

**KDHA App**

The app launched by the Knowledge & Human Development Authority (KDHA) aims at allowing parents, students and teachers in Dubai to look into private schools using the name of the school, the curriculum, and the location of the school. The user can also learn about the quality of education in each school throughout the last 4 years through the statistics available on the app. The app also enables users to search for information on higher education institutions within Dubai Free Zones through the use of the name of the university, quality of education, and location of the university. Users can learn about the main campus location, number of graduates, subjects taught at the university and tuition’s fees.

“Dubai Now”, is a smart, award-winning app that won the “Best m-Government Service Award” for comprehensive app category on a national level, at the World Government Summit 2016. The app includes most government daily needs for the population in Dubai and offers more than 50 smart services from 22 governmental entities.

The app, which can be downloaded at: http://bit.ly/1nj5RA3, allows users to pay their bills, renew ownership of their vehicles, recharge their “Salik” and “Nol” accounts, extend parking time, track the arrival of flights and departure times, review prayer times, search for the nearest mosque and lots more!

“Dubai now” app provides users with moments of happiness when moving between more than 50 smart government services divided into 11 carefully selected groups of 22 government entities. The first of its kind innovative design is completely based on the wishes and participation of the users themselves through the practical experiments conducted by DSG through “CX Lab, where different categories of users were part of not less than 180 hours of work, in order to enable the app to meet the needs and the personal preferences of users.
Will 2016 be the year of eCommerce in the Middle East?

The Middle East has seen major changes in online shopping in the past decade which grew spectacularly as consumer perceptions on online shopping have changed. Purchase transactions recorded within the sales of several eCommerce sites have accelerated, raising the question: “Is the Middle East ready to move into the culture of eCommerce with its broad understanding of quality and quantity?”

International lessons learned

eCommerce began in the United States through “Amazon”, and this trade expanded vertically until it became a giant market. It started with selling books and later moved to cover other products such as music. In the Gulf region, we could see sites like “MarkaVIP” and “Namshi” growing rapidly. It is clear that specializing in a category of products, such as books or music, helps meet the needs of consumers effectively. The UAE has the advantage of being a free trade area and it is easy for investors to enter the country with great facilities provided by the government for those wishing to establish a business. This has eventually led to the promotion and the development of eCommerce.

The beginning with Souq.com

With the establishment of “Souq.com”, seen as the Middle East’s version of Amazon, in Dubai in 2005, consumers feared sending their credit card data through the Internet - the e-payment gateway on the website was not ready at the time. However, the eCommerce pioneer overcame this obstacle and introduced an alternative to credit cards - payment on delivery.

Growing eCommerce

After a decade of its beginning, “Souq” sells 40% of its products through the electronic payment system, while “Cobone” website sells 20% of its products in cash. eCommerce websites spread in the past two years, which caused a leap in the field of this type of trade. The online purchases boomed in the Gulf region because of high purchasing power with eCommerce sales in the Arab Gulf states expected to reach US$41.5 billion by the year 2020. It is expected that the share of the UAE in eCommerce trade will reach 53% among Arab Gulf countries, followed by Saudi Arabia making 14%. It is worth noting that eCommerce in the UAE is growing by more than 205% annually as a result of the evolution of internet technology and the enthusiasm of a growing number of people to provide products through a less time and effort consuming cyberspace.

Promising market on social media platforms

eCommerce challenges are no longer the same as they used to be as security related to credit cards are no longer a concern for users, which makes observers optimistic about the high expectations of total sales. In Saudi Arabia, for example, there are some commercial companies which fully manage their business on “Instagram”, where those companies benefit from the thousands of users who are part of these social media platforms, using them as promotional tools that are more useful and effective than the companies’ official websites.