



LOGIC

CONSULTING

EXPLORING NEW HORIZONS

THE UAE'S ECONOMIC
JOURNEY IN 2024



The UAE demonstrated remarkable economic resilience in 2024, navigating global challenges while achieving key milestones across sectors such as energy, technology, and trade. Embracing a vision of diversification and innovation, the country balanced its traditional oil-driven economy with significant investments in non-oil industries, reinforcing its adaptability to dynamic global economic trends.

Noteworthy achievements included the UAE's strides in semiconductor manufacturing, as leading giants Taiwan Semiconductor Manufacturing Co. (TSMC) and Samsung Electronics Co. explored establishing facilities in the region. With potential investments exceeding **\$100 billion**, these developments demonstrate the UAE's emergence as a global technology hub. Similarly, Microsoft's **\$1.5 billion** investment in Abu Dhabi's G42 emphasized the nation's commitment to artificial intelligence leadership. On the trade front, the signing of a landmark free trade agreement with Australia promised enhanced collaboration in critical minerals and clean energy.

Some challenges persisted, including a slowdown in the non-oil private sector, where growth reached its lowest rate in nearly three years, with the Purchasing Managers' Index dropping to **53.7** mid-year—a reflection of global economic pressures. Additionally, geo-political challenges in the region had a direct impact on the nation's supply chains and oil & gas trade. Despite these obstacles, the UAE's strategic investments in technology, energy innovation, and trade partnerships reaffirmed its position as a resilient regional and global leader. The journey ahead, shaped by key economic milestones and challenges, sets the stage for a deeper exploration of the forces driving the UAE's growth in 2024.



1.0 REFLECTING ON 2024

Key Economic Milestones and Challenges in the UAE

NON-OIL SECTOR GROWTH

Non-oil sectors emerged as the backbone of the UAE's economic growth in 2024, showcasing the success of diversification efforts.

A. Economic Performance

The following table presents the most recent economic performance indicators for the United Arab Emirates, as detailed in the **Quarterly Economic Review issued by the Central Bank of the UAE in September 2024**. These figures provide a comprehensive overview of the nation's economic progress and reflect the latest developments and trends for 2024 across key sectors.

Indicator

GDP Growth	▶ Real GDP grew by 3.4% Y-o-Y in Q1 2024.
	▶ Non-hydrocarbon GDP grew by 4% Y-o-Y in Q1 2024.
Non-Oil Sector	▶ Non-oil foreign trade reached AED 669.9 billion in Q1 2024 (141% of GDP).
Inflation	▶ Headline inflation at 2.3% Y-o-Y in Q2 2024.
Monetary and Financial Markets	▶ Money supply (M1, M2, M3) grew by 12.8%, 16.9%, and 14.7% Y-o-Y in Q2 2024.
	▶ Policy rate reduced to 4.9% in September 2024.

In addition, the introduction of a **15%** minimum top-up tax on large multinational corporations **starting January 2025**, designed to align with global tax standards and increase non-oil revenues, will be coupled with tax incentives, such as those aimed at fostering R&D activities and a refundable tax credit system to encourage innovation and investment.

B. Key Driving Sectors that Contributed Significantly to Non-Oil Sector Growth

1.	Construction
2.	Financial Services
3.	Tourism

Construction Sector

The UAE's construction sector is witnessing significant growth, driven by substantial investments, technological advancements, and a strong commitment to sustainable development. In **2029**, the market is anticipated to hit **USD 50.40 billion**.

The federal budget for 2024 allocated **AED 64.1 billion (USD 17.5 billion)** to key sectors, including infrastructure, housing, and public services. This is complemented by ambitious government initiatives, such as the UAE Energy Strategy **2050**, the Masdar City Development Programme, the Sheikh Zayed Housing Program, and the Dubai Tourism Strategy. These programs aim to enhance infrastructure, promote renewable energy adoption, and attract foreign investments, aligning with the nation's broader economic diversification goals.

Public-private partnerships (PPPs) also play a pivotal role, exemplified by Dubai's Roads & Transport Authority approving ten projects worth **AED 2.5 billion (USD 680 million)** under the PPP scheme for **2024–2026**. As a result, the construction sector's real economic output growth is estimated at **4% in 2024** and is projected to reach **4.2% in 2025**.

Financial Services Sector

UAE has solidified its position as a regional financial hub, with the financial services sector playing a critical role in driving economic diversification. In the first quarter of 2024, the financial and insurance activities sector achieved impressive growth, expanding by **7.9%** and contributing **13.4%** to the country's non-oil GDP.

The government has implemented a range of strategic initiatives to enhance the financial sector's infrastructure and regulatory framework, including policies aimed at attracting foreign investments, fostering innovation, and promoting financial inclusion.

Additionally, these efforts have spurred growth in local credit granted to the private sector, which rose by **6%** in the first quarter of 2024, further strengthening the financial services sector. Together, these measures emphasize the UAE's commitment to creating a favorable business environment and positioning the financial sector as a cornerstone of its economic diversification agenda.

Tourism Sector

The UAE has strategically prioritized its tourism sector as a cornerstone of its economic diversification strategy, rolling out comprehensive initiatives to solidify its global reputation as a premier travel destination. For instance, in the first half of **2024**, Dubai welcomed **9.31 million** international overnight visitors, marking a **9%** increase compared to the **8.55 million** arrivals recorded during the same period in 2023, according to data from the Dubai Department of Economy and Tourism (DET).

KEY STRATEGIC INITIATIVES

Central to these efforts is the UAE Tourism Strategy 2031, launched under the 'Projects of the 50'. This ambitious plan aims to:

AED 450 billion

Targeted contribution of the tourism sector to the national GDP, with an annual increase of AED 27 billion.

AED 100 billion

Expected additional investments to be attracted in the tourism sector.

40 million hotel guests annually

Targeted number of tourists by 2031.

MAJOR INVESTMENTS

The UAE's tourism sector has demonstrated robust growth, with significant investments enhancing infrastructure and services:

Category

Hotel Industry Performance	▶ Revenues reached AED 24.6 billion in H1 2024, a 7% increase from 2023.
	▶ Number of hotel guests rose by 10.5%, totaling approximately 15.3 million .
Aviation Developments	Dubai's Al Maktoum International Airport undergoing a \$35 billion expansion to handle up to 260 million passengers annually.
Entertainment Ventures	Abu Dhabi plans to build the world's second Sphere entertainment complex, inspired by the Las Vegas Sphere, to boost tourism.
Unified Gulf Visa	UAE and Gulf Cooperation Council countries are working on a shared visa initiative to enable seamless travel across member states.

KEY CHALLENGES

Challenge

Regional Competition	Neighboring countries, particularly Saudi Arabia, are intensively investing in tourism. Saudi Arabia saw a combined 60 million international and domestic tourists in the first six months of 2024, reflecting significant progress toward its Vision 2030 goals. Qatar, by the end of August 2024, had received over 3.2 million visitors, reflecting a 26% increase compared to the same period in 2023. Bahrain is focusing on cultural and wellness tourism to attract regional visitors.
Weather Conditions	The UAE experiences extreme summer temperatures, leading to a decline in outdoor activities and tourism during these months. This seasonality affects the demand for leisure and entertainment services. To counteract the impact of high temperatures, the UAE has developed indoor entertainment venues. For instance, CLYMB Abu Dhabi offers indoor skydiving and climbing experiences, providing year-round attractions for visitors.

2.0 PROMISING SECTOR

2.1 THE PATHWAY TO FOOD SECURITY

The UAE has adopted a comprehensive approach to tackling food security challenges, combining strategic governance, innovation, collaboration, and community engagement. Key initiatives include specialized councils, legislation for resource management, and advanced technologies like indoor farming to promote sustainable practices. The total market size of the food business in UAE is estimated at ~USD 38 bn growing annually by 5% YoY. As demonstrated by His Excellency Minister of Economy Abdullah Bin Touq Al Marri, the adoption of the food cluster strategy that aims at fostering public-private dialogue will enable the food sector to create additional USD 10bn contribution to GDP and create +20,000 jobs by 2030.

A. KEY STRATEGIC INITIATIVES

Category

National Food Security Strategy 2051	<ul style="list-style-type: none"> ▶ Aims to position the UAE among the top 10 in the Global Food Security Index. ▶ Prioritizes advanced technologies, sustainable production, and a comprehensive national food system.
Legislative Actions	<ul style="list-style-type: none"> ▶ Federal Law No. 3 of 2020 governs food reserves for crises. ▶ The Emirates Council for Food Security strengthens governance and strategic planning.
Technological Advancements	<ul style="list-style-type: none"> ▶ Food Technology Valley Project (2022): Focuses on innovative agricultural techniques like indoor and vertical farming. ▶ Research initiatives explore bio-dynamic farming, waste recycling, and robotics to enhance food production.
Social and Corporate Responsibility	<ul style="list-style-type: none"> ▶ Emirates Food Bank (2017): Distributes surplus food to those in need and reduces waste. ▶ Community engagement campaigns aim to shift behaviors and perceptions around food security.

B. KEY CHALLENGES

Challenge

Natural Challenges

Land desertification, scarce rainfall, and limited fresh-water resources hinder sustainable agriculture. Despite contributing less than 0.1% to GDP, agriculture uses 73% of freshwater resources, exacerbating scarcity.

Climate Change

Rising temperatures and climate changes are putting additional pressure on food and water resources.

Dependence on Imports

Around 85-90% of food is imported, creating vulnerability to supply chain disruptions.

Population Growth

A projected population of 15.4 million by 2050 will increase the demand for sustainable food sources.

2.2 THE ENERGY SECTOR AT A CROSSROADS

The UAE continued to play a pivotal role in the global energy market while aligning with the global **energy transition** agenda.

Initiative

ADNOC's XRG Initiative

Launch of an **\$80 billion** international investment arm focused on low-carbon energy and chemicals.

Ruwais LNG Project

Plans to boost LNG capacity to **15 million** tons annually by 2028 using non-fossil-fuel energy sources.

Ongoing Investments in Low-Carbon Energy

ADNOC allocated **\$5 billion annually** to achieve net-zero emissions by 2045.

Increased Oil Production

Negotiated higher production quotas within OPEC+, planning an output increase of **0.3 million barrels per day**.

UAE is actively modernizing its energy sector by investing up to **AED 200 billion** over the next six years to meet sustainable energy demands and achieve net-zero emissions by 2050. This investment aims to diversify the energy mix, increase reliance on clean energy sources, and reduce carbon intensity in oil and gas operations by an additional **25%** over the next decade. The UAE's updated Energy Strategy 2050 focuses on promoting renewable and nuclear energies, enhancing energy efficiency, and driving research and innovation in energy technologies. Additionally, the UAE is exploring advanced nuclear technologies, such as small modular reactors, to support its energy diversification strategy. These initiatives reflect the UAE's commitment to balancing its traditional oil and gas sector's competitiveness with a transition to a more sustainable energy future.

2.3 EMPOWERING THE KNOWLEDGE ECONOMY THROUGH ICT

UAE has solidified its position as a leader in the Information and Communication Technology (ICT) sector in 2024, driving its knowledge economy through substantial investments in digital infrastructure and technology development. The ICT market in the UAE is expected to grow to USD 77.28 billion by 2029 at a CAGR of 10.29%.

A. KEY STRATEGIC INITIATIVES

Strategy

UAE Digital Government Strategy 2025



Aims to build a resilient, user-focused digital government using data and emerging technologies to improve public services.

National Artificial Intelligence Strategy 2031



Aims to position the UAE as a global leader in AI by 2031, integrating AI into sectors like education, health, and transportation.

B. STAKEHOLDERS AND COLLABORATIONS

Category

Government Entities

▶ The Telecommunications and Digital Government Regulatory Authority (TDRA) ensures cohesive progress in digital government strategies at all levels.

Private Sector Leaders

▶ Companies like G42 have partnered with Microsoft to establish AI and cloud computing centers in Abu Dhabi to advance responsible AI initiatives.

International Partnerships

▶ The UAE collaborates with the United States to strengthen AI and technology ties, showcasing its commitment to global ICT sector collaboration.

C. KEY CHALLENGES

Challenge

Rapid Technological Evolution

Keeping pace with fast-changing technologies requires continuous innovation and adaptation.

Cybersecurity Threats

Increasing digitization heightens vulnerability to cyber-attacks, necessitating robust security measures.

Workforce Upskilling

Continual efforts are required to improve the digital skills of the workforce to keep pace with emerging technologies.

2.4 SOCIAL SERVICES AS A PILLAR OF THE UAE'S STRATEGIC FRAMEWORK IN 2024

Advancing Social Welfare through Strategic Initiatives

The UAE has made remarkable progress in enhancing social services, emphasizing inclusivity, sustainability, and innovation. Under the Ministry of Community Development (established in 1972), significant strides have been made to integrate social welfare into the nation's broader development strategy. As of 2022, over **280 NGOs** operate across sectors like education, healthcare, and environmental advocacy, reflecting a robust civil society infrastructure.

A. KEY INITIATIVES UNDER THE MINISTRY

Initiative

Vocational Training	▶ Initiatives such as the Emirates Foundation's "Think Science" program equip young individuals with essential technical skills, supporting the drive toward economic diversification.
People of Determination Integration	▶ Rehabilitation schools and employment-focused initiatives to ensure their active participation in society.
Marriage Grants	▶ Financial assistance supports family formation, reinforcing societal cohesion.

B. STRATEGIC ALIGNMENT WITH NATIONAL VISION AND GLOBAL GOALS

Social service initiatives in the UAE align closely with the Centennial Vision 2071 and the United Nations Sustainable Development Goals (SDGs). For example:

Sustainable Development Goal (SDG)	Initiative	Impact
Good Health and Well-Being (SDG 3)	Investments exceeding AED 300 million by Al Jalila Foundation in medical research and education	Improved healthcare outcomes
Gender Equality (SDG 5)	UAE's National Action Plan for Women, Peace, and Security	Promotes women's roles in peace-building, enhancing societal stability
Decent Work and Economic Growth (SDG 8)	Training and vocational education initiatives	Empowers productive families and expatriate communities

Hosting landmark events in 2024, such as the **World Congress on Rehabilitation** and the **International Government Communication Forum**, shows the UAE's commitment to innovation, agile governance, and inclusivity. These events brought together over **250 global experts**, highlighting the nation's role as a leader in fostering collaboration and addressing global social challenges.

Key Economic Indicators

Indicator	Unit	2023	2024 Est.	2025 F
Gross domestic product, constant prices	% change	3.6	4 ▲	5 ▲
Gross domestic product, current prices	Billion U.S. dollars	514.1	545.1 ▲	568.6 ▲
General government revenue	% of GDP	28.2	28.3 ▲	28 ▼
General government expenditure	% of GDP	23.3	23.5 ▲	23.7 ▲
GDP based on purchasing-power-parity (PPP) share of world total	%	0.43	0.44 ▲	0.45 ▲
Inflation, average consumer prices	Index	271.9	278.2 ▲	284 ▲
Total investment (Gross Capital Formation)	% of GDP	27.1	28.1 ▲	28.4 ▲
Volume of exports of goods and services	% change	11.7	4.1 ▼	4.7 ▲
Volume of imports of goods and services	% change	13.1	3.7 ▼	3.1 ▼

Source: International Monetary Fund, World Economic Outlook Database, October 2024

3.0 FAMILY BUSINESSES IN 2024

Legal and Institutional Support in the UAE

Family businesses are a cornerstone of the UAE economy, constituting a significant portion of the private sector and contributing substantially to the nation's GDP. Recognizing their pivotal role, the UAE government has enacted specific laws and established dedicated entities to support and regulate these enterprises.

I. LEGAL FRAMEWORK FOR FAMILY BUSINESSES

In October 2022, the UAE issued Federal Decree-Law No. 37 of 2022 concerning Family Businesses, which came into effect in January 2023. This legislation provides a comprehensive legal structure to ensure the sustainability of family businesses and facilitate smooth generational transitions.

Registration Process

To be recognized as a family business under this law, a company must:

Be incorporated in accordance with the relevant companies' law, excluding public joint stock companies and general partnerships.

Have the majority of its shares owned by individuals from a single family.

Register in the Unified Family Businesses Registry managed by the Ministry of Economy.

The registration process involves applying through the relevant authority in each emirate, which verifies compliance with specified regulations before forwarding the data to the Ministry of Economy for final registration and certification.

Classes of Shares

The law permits family businesses to issue different classes of shares, including:

Voting and profit-bearing shares.

Non-voting, profit-bearing shares.

Other classes varying in value, voting power, profits, and priority.

Family Charter

Families may establish a Family Charter outlining:

1. Rules for family ownership.
2. Business goals and values.
3. Mechanisms for share valuation.
4. Profit distribution methods.
5. Education and qualification criteria for family members working in the business.
6. Procedures for resolving family disputes related to the business.

Company Share Buyback

The law allows family businesses to repurchase up to **30% of their shares** for purposes such as capital reduction or buying out a shareholder wishing to exit when no other buyers are available.

Government Support and Dedicated Entities

The UAE has established entities to support family businesses; for example, **The Dubai Centre for Family Businesses**, operating under **Dubai Chambers**, plays a vital role in supporting family-owned companies by helping them develop governance frameworks, succession plan, and ensure business continuity. It also offers programs like the Dubai Family Business Management Program, which aims to equip the next generation with essential leadership skills.

Similarly, the **Abu Dhabi Family Business Council** is part of broader initiatives to diversify the economy and provides crucial support to family-owned enterprises in the capital.

Spotlight on a Successful Entrepreneur in the Food Sector

Mahmoud Adham

Mahmoud Adham, Former Founder of Munch Box—One of the Most Successful Brands in the Healthy Snack Industry



Q1

Tell us the story of Munch Box from inception to final exit and how you managed to navigate the food environment to create a successful brand that was acquired by the Middle East's largest food conglomerate.



The story of Munchbox is a journey of passion, resilience, and innovation, transforming a disruptive idea from inception to eventual acquisition. Here's how it unfolded:

I spent the first 14 years of my career working for Procter & Gamble and Mars across Egypt, Nigeria, Belgium, and most recently Dubai. Coming from a family with no entrepreneurial background, transitioning from corporate life to starting my own business was viewed as an unnecessary risk. However, I believed I had to try, and with the skills acquired from my corporate journey, I thought, "How hard can it be?" Oh, how wrong I was.

The knowledge and experience gap during the first few years was far greater than I imagined. I didn't even know what I didn't know. I was fortunate, though, to have people who helped me along the way. I cannot claim to be self-made because without the mentors, investors, customers, employees, and even suppliers who supported me at every step, Munchbox would not have happened.



These are the key phases the business went through:

THE INCEPTION

Identifying the Gap (2014)

In 2014, the Middle East's food landscape was evolving, but a clear gap existed: the market was dominated by unhealthy snack options, while global trends leaned toward health-conscious eating. Seeing this opportunity, I founded Munchbox, the region's first healthy FMCG food-tech brand.

Vision

Make healthy snacking accessible, convenient, and delicious.

Mission

Redefine snacks with wholesome, natural ingredients.

Model

A subscription-based direct-to-consumer (DTC) approach, inspired by Western models but tailored to Middle Eastern tastes.

Value Proposition

Healthy snacks, curated into themed boxes, conveniently delivered to consumers' doors.

This phase was all about bootstrapping—relying on third-party manufacturers and freelancers to launch the brand with minimal investment.



BUILDING THE BRAND

Gaining Traction (2014–2016)

The early days were focused on breaking into a market dominated by traditional snack foods.

Consumer Education

We ran marketing campaigns to raise awareness about clean eating and healthy snacking. These included events and direct consumer interactions to understand their needs firsthand and leave lasting impressions of the brand.

Innovation

Developed over 50 unique snack products focusing on health, taste, and regional flavors.

Early Success

Subscriptions grew rapidly, driven by the region's growing fitness culture and health-conscious consumers.

Omnichannel Expansion

Transitioned from a pure DTC model to retail shelves, broadening reach and visibility.

During this phase, we focused on identifying product-market fit, adapting our offerings to what consumers wanted instead of blindly following trends from Western markets.

SCALING UP

Adapting to the FMCG Landscape (2016–2019)

With surging demand came the realities of scaling an FMCG brand—operations, production, and distribution.

Streamlining Operations

We invested in efficient supply chains and raised several funding rounds to bring production in-house and hire the necessary team to sustain growth.

Retail Presence

Secured shelf space in major supermarkets, tapping into impulse-buy behaviors.

Product Diversification

Launched single-serve snack packs, catering to on-the-go lifestyles.

Branding

Built a premium, aspirational image with vibrant packaging that resonated with millennial and Gen Z consumers.

We faced a critical challenge when our co-manufacturer abruptly ended our contract due to a change in management, deeming Munchbox too small for their operations. What seemed catastrophic at the time turned out to be a blessing in disguise. It forced us to seek funding and set up our own manufacturing facility, which allowed us to significantly expand our product range—including energy balls that our former co-manufacturer couldn't produce. This move doubled our business overnight.

THE TURNING POINT

From Startup to Regional Player (2019–2022)

The UAE's rapidly evolving food environment demanded agility, and Munchbox thrived by staying ahead of trends.

Digital Transformation

Leveraged data from our DTC model to innovate and anticipate consumer needs.

Health Trends

Pivoted toward plant-based, keto, and protein-rich snacks to align with global trends.

Regional Expansion

Entered Saudi Arabia and other GCC markets, driving significant growth.

Partnerships

Collaborated with gyms, airlines, and e-commerce platforms to diversify distribution channels.

COVID-19 presented another major challenge, as retail and convenience store sales dropped to zero overnight due to lockdowns. We pivoted to our DTC channel, quickly revamping our online store and learning to leverage online marketing. We tailored new offerings, such as snack boxes, for consumers stuck at home—a strategy that became a hit and helped us recover from lost retail revenue.

This phase also marked a turning point when the region's largest food conglomerate recognized our potential and chose to invest in Munchbox. This enabled us to hire industry experts, secure more retail listings, and lay the foundations for the next phase of growth.

THE EXIT (2024)

By 2024, Munchbox had scaled into a regional powerhouse, operating in six different categories beyond snacking. We launched Munchbox breads, chips, cookies, breakfast cereals, pasta, and bars. The brand was distributed across the GCC, with over 2,000 retail outlets, a strong DTC channel, and a robust B2B arm serving corporate wellness programs.

Earlier this year, our investors acquired the brand, integrating it into their portfolio to drive its next phase of regional growth.

Lessons Learned:

Consumer-Centric Innovation

Constantly evolving products to meet consumer needs.

Brand Storytelling

Building an emotional connection with consumers. Munchbox wasn't just a snack—it was a lifestyle.

Resilience

Overcoming operational challenges, cash flow constraints, and competition required relentless adaptability.

Strategic Relationships

Building the right partnerships was critical to scaling and increasing visibility.

Munchbox's journey proved that a small startup with a clear vision could disrupt a traditional market and pave the way for healthier choices in the region.

Q2 How is the UAE food ecosystem evolving to enable the success of homegrown, made-in-the-UAE brands?



Over the past 10 years, I have witnessed tremendous improvements in the UAE's ease of doing business. The government's proactive support has enabled local food brands like Munchbox to thrive. Here's how:

I. Government Support and Initiatives

Food Security Strategy

Investments in vertical farming, sustainability, and technology-driven solutions.

Local Associations

Organizations like the Food & Beverage Manufacturers Association act as facilitators between local businesses and government entities, driving synergies and easing growth. Dubai Export, for instance, helps brands enter international markets.

100% Business Ownership

Allowing full foreign ownership of mainland businesses has boosted investor confidence and capital inflows.

2. Technology and Innovation

Food Tech Startups

A robust ecosystem supports food-tech innovation, from supply chains to last-mile delivery.

E-Commerce Growth

Online food delivery platforms and grocery services offer brands new opportunities for scalability and instant consumer gratification.

In short, the UAE's supportive ecosystem, technological advancements, and strategic initiatives make it one of the best places to launch and grow a food business today.

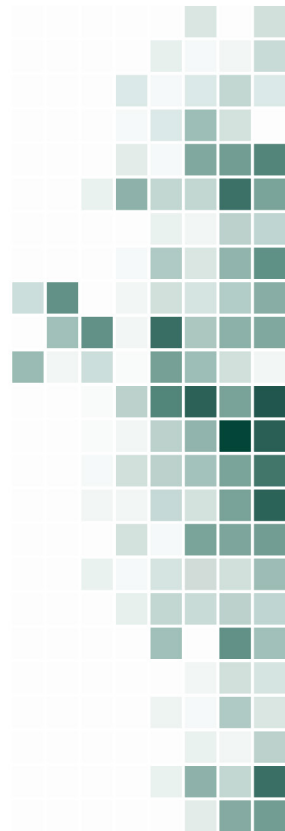
Final Comments from

Seif Rabie, UAE Managing Partner at LOGIC Consulting



It had been a year since LOGIC started its operations in the UAE. This year is a lesson in **opportunity & excellence**. The UAE's business environment is globally recognized for its ease of doing business, forward-thinking policies, and dynamic financial ecosystem. From our initial steps in establishing a presence in the UAE, it became evident that the country's commitment to fostering innovation, entrepreneurship, and global connectivity provides fertile ground for businesses to thrive. Streamlined processes for business setup, access to world-class facilities, and the government's active role in supporting businesses have all contributed to our seamless entry. Furthermore, the strategic location & positioning of the UAE market have allowed us to build networks and opportunities across the region and beyond.

However, the UAE's unique advantages come hand-in-hand with a level of market competitiveness that demands constant advancement. This realization has been pivotal in shaping our approach to consulting delivery in our 2025 strategy, as follows:



1.

We recognize the importance of moving beyond traditional advisory roles. In a market that values tangible outcomes, our consulting approach has shifted to become more **implementation-focused**. We are not just providing strategic insights but also working alongside clients to **execute solutions that deliver** measurable results. This is also demonstrated by the plan to launch our new practice **Operational Excellence FY 2025**.

2.

The UAE's focus on technology and innovation has pushed us to integrate more **tech-enabled solutions** into our consulting practices including leveraging data analytics, digital transformation tools, or AI-driven insights. At LOGIC Consulting, we already built the necessary partnerships that will enable us to provide more tech-enablement to our clients.

3.

Lastly, operating in the UAE has provided us with a vantage point to **overlook the entire region**. The UAE's position as a regional hub has encouraged us to adopt a broader perspective, as we have taken active steps to create new partnerships & gain new clients from the GCC and the wider Middle Eastern region.

We are grateful for a successful year in 2024 and looking forward to a future filled with learning, innovation, and meaningful value creation for our clients across the region and beyond.

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