




VERIFIED EXPORTER PROGRAM: SERVICE DESCRIPTION

1. INTRODUCTION

Dubai Exports (DE), the Trade Promotion entity of the Department of Economic Development, Government of Dubai, strives to ensure the success of the exports sector in Dubai and the UAE, through various services to exporters. We develop long-term growth strategies to help UAE businesses expand and maximize their opportunities given by Dubai's unique position as a natural trade gateway between the East and the West. Our mission is to empower and diversify Dubai's economic growth by offering pioneering export related services to business. The strategic goals (2016-18) on which we base our services are:

- Help exporter and pre-exporter to grow and expand
- Facilitate successful linkages with buyers
- Improve export business environment & explain what's happening in foreign trade

Dubai Exports have a host of services that seek to serve exporters and re-exporters through Dubai.

 <p>Exporter development</p> <ul style="list-style-type: none"> ■ Export Capability Assessment ■ Financial Assistance ■ Trade Finance & Factoring Services (Through DE Partners) ■ Exporters Training & Engagement Sessions ■ R&D Studies / Projects with Dubai's Universities ■ Support in Overseas Trade Office & Partner Countries (Market briefings and other on-the-ground services) ■ Temporary Office Provisions & B2B meeting rooms (Dubai & Overseas offices) ■ Value Added Services through Partners (Logistics, Trade Regulations, Franchising Development etc.) 	 <p>Business intelligence & information</p> <ul style="list-style-type: none"> ■ UAE Industry / Product Guides ■ Global Market Intelligence Reports ■ On-demand Quick Market Assessments ■ Global Buyer Information ■ Import Regulations & Customs Tariff ■ Global Tender Information 	 <p>Export promotion</p> <ul style="list-style-type: none"> ■ Participation in local & global exhibitions & trade missions ■ Verified Exporter Certification (through DF Partners) ■ Promotion of your Marketing collateral in select overseas markets ■ Promote outward investment facilitation ■ Export of Dubai's Services (e.g. Franchising) ■ Buyer Meeting facilitation ■ Exhibit at the DE Permanent Exhibition Centre (for 'Made in UAE' products only)
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DE also is always seeking ways to improve the services in addition to providing new services to our businesses. The Verified Exporter Program is a new initiative of Dubai Exports that facilitates exporters in their global journey. The Program is carried out in collaboration with SGS, a global inspection, testing & Certification entity as a public-private partnership initiative.

Description of the Verified Exporter Program and relevant documents are as available on our website (www.dedc.gov.ae), under "Initiatives".

2. OBJECTIVES OF THE VERIFIED EXPORTER PROGRAM

The strategic objectives of this initiative are

- A. Identify Export Readiness of businesses in the UAE –An export assessment questionnaire, the initial part of this initiative helps address this requirement.
 - B. Exporter Development – We are then in a position to deliver targeted development services to the exporter, mainly general awareness, technical information & market intelligence as well as development services through partners (e.g. Trade Finance, training etc.).
 - C. Export Promotion –We promote UAE’s “Export Ready” businesses through Dubai with this initiative (Verified Exporter Certification & Mark) that also serves as a promotion tool.
 - D. Buyer Validation Requests – For potential global buyers, this initiative serves as a credible verification process for their enquiries on UAE based companies (exporters).
- All the above objectives align with DE strategic goals.

3. SERVICE REQUEST CHANNELS

Customer Application for Verified Exporter Certification

DE Members, may apply through E-Mail (rsvp@dedc.gov.ae), personally or through the DE- E-Services Portal, <https://eservices.dedc.gov.ae/Account/Login> (Login as a Member) for the “Verified Exporter Certification”.

Routes for Application include:

- A) **E-mail Request:** Through the E-mail route (Phase I), the DE Member may write to us with the following documents (wherever applicable):
 - a) Email Request for Verified Exporter Certification (Non-DE Members may need to be registered first as a DE Member)
 - b) Filled in DE-VE Export Capability Assessment Questionnaire (see the “Initiatives” link on our website www.dedc.gov.ae)
 - c) Valid UAE issued License
 - d) Registration Documents with Dubai Trade Portal/ UAE or Dubai Customs Dept.
 - e) Recent Bill of Lading
 - f) Recent Certificate of Origin from UAE Ministry of Economy or Dubai Chamber
 - g) Signed & Acknowledged “Terms & Conditions” governing the program and the Use of the Verified Exporter Mark.

- B) **DE E-Services Portal:** This route is being implemented in phases, wherein the customer applies for this service through DE- E-Services Portal, <https://eservices.dedc.gov.ae/Account/Login> (Login as a Member) for the “Verified Exporter Certification” [or through the link on the DE Main website (www.dedc.gov.ae)]. Once logged in with the Username and password, within the portal, the provision to fill in the VE- Export Capability Assessment Questionnaire online will be provided. Also will be the provision to check/click and accept the Terms & conditions governing the program and the Use of the Verified Exporter Mark. Applicants who are not yet DE Members will need to register online as New Members to avail this service.

- C) **Receiving enquiries from Potential Buyers**
 Enquiries from potential global buyers for Exporter validation shall initiate an Email request (from DE) to the Exporter (if not already verified) to join the program. Subsequently steps shall be as stated in A) and B) above.

4. OTHER PROCESS INTERACTIONS

Collaboration with SGS for Inspection & Site Verification

SGS Gulf Ltd., shall coordinate directly with the applicant for a suitable inspection for site verification of details submitted, based on a standard agreed inspection checklist. On completion of the inspection and verification of submitted documents, they shall submit a report to Dubai Exports.

Certifying the Exporter

Based on satisfactory verification of the company's details, DE may prepare a jointly branded "Verified Exporter Certificate" (period of license validity), within 10 working days of completion of the inspection. The same shall be issued to the exporter, along with the permission to use the DE issued, "Verified Exporter Mark" branding collateral. Terms & Conditions for using the Mark shall be strictly adhered to. The Certification may include a report on Areas of Exporter Development identified through the Export Capability Assessment carried out initially.

Reporting Successes

Certified Applications of the Verified Exporter Program shall be requested to share export successes arising out of the Program deliverables and also contribute to intermittent Dubai Export Surveys. No confidential information shall be sought or published by DE.

4. SERVICES DELIVERED

Export Promotion

Once Dubai Exports (DE) receives the request with the filled in Documents, they may hold meetings /discussions with the DE Member to acquire any missing information. Thereafter, depending on the details collected, one of two actions shall take place:

- a) If found meeting the criteria, the documents shall be shared with DE Partner, SGS Gulf Ltd. for an inspection to verify the requirements. The process of inspection is out of DE active scope and not a responsibility of Dubai Exports. Verified Exporters shall avail of the following promotional services/benefits:
 - Verified Exporter Certification & Mark
 - Exporter Verification, based on Buyer request
 - DE Website Listing of Verified Exporters
 - DE Promotion of Verified Exporters through Social Media

Export Capability Assessment & Exporter Development

If found not meeting the minimum criteria (Mandatory Requirements, total = or >60%), areas of Exporter development shall be identified and services offered (as below) to develop the Exporter capabilities as per Exporter Development Services.

- Export Capability Assessment Results & Analysis
- Financial Assistance through DE Export Assistance Program
- Preferential Trade & Finance & Factoring Services through DE Partners
- Exporter Training & Engagement Sessions, Market/Product specific (DE)
- Provision of Export Market Intelligence / Research studies (need based)
- On-the-ground support to exporters in DE overseas offices markets

- Other Value added & preferential services through DE Partners (Technical Regulations, Product/Industry Inspections/Certifications, Exporter Training, Logistics Services, Franchise Development etc.)

Such services requested, shall be routed through a Member Service Request on the DE E-services Portal. This shall be followed by a renewed request for CE Certification and re-assessment of the exporter by DE to proceed to b) below.

For further details please contact

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