

RAK Vision 2030

Objectives



Economy



"A prosperous and diversified economy"

Promote prosperous growth focusing on higher value add activities

Maintain openness to private sector and attract FDI

Have a robust fiscal position maintaining high rating

Society



"A happy and cohesive community"

Increase level of happiness in the society

Maintain a cohesive community and preserve Emirati cultural heritage

Prepare next generation of Emiratis

Environment

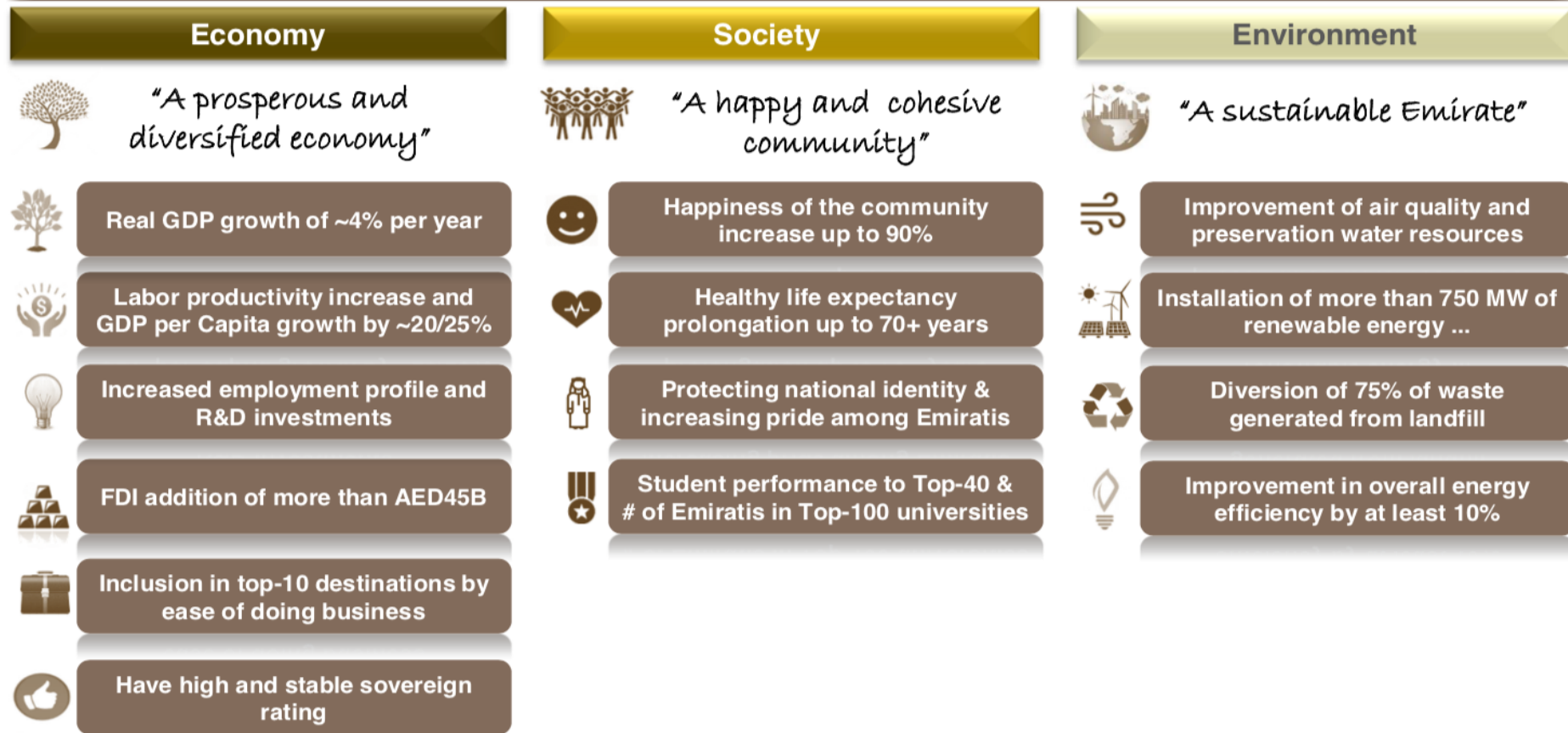


"A sustainable Emirate"

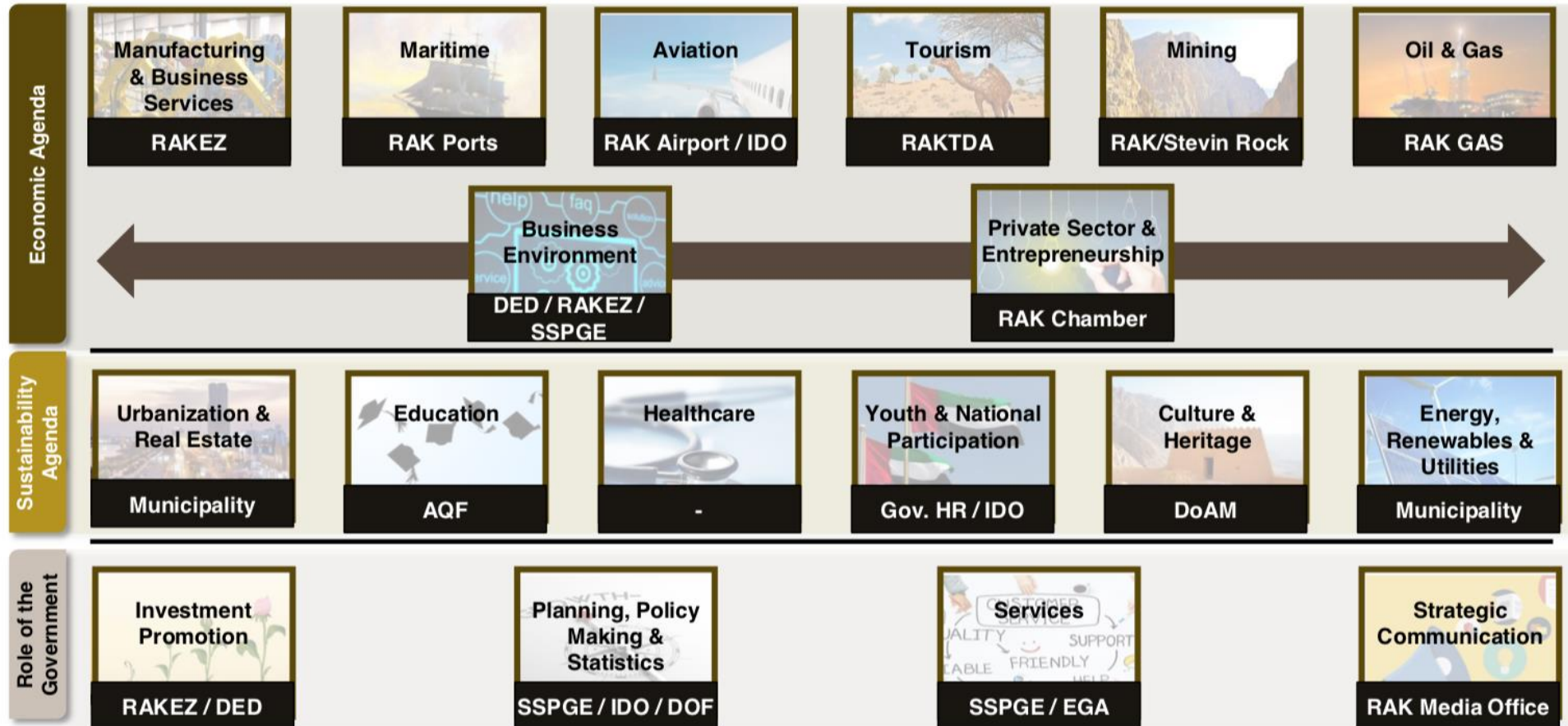
Safeguard environment & minimize ecological footprint

MACRO OBJECTIVES

Key Performance Indicators

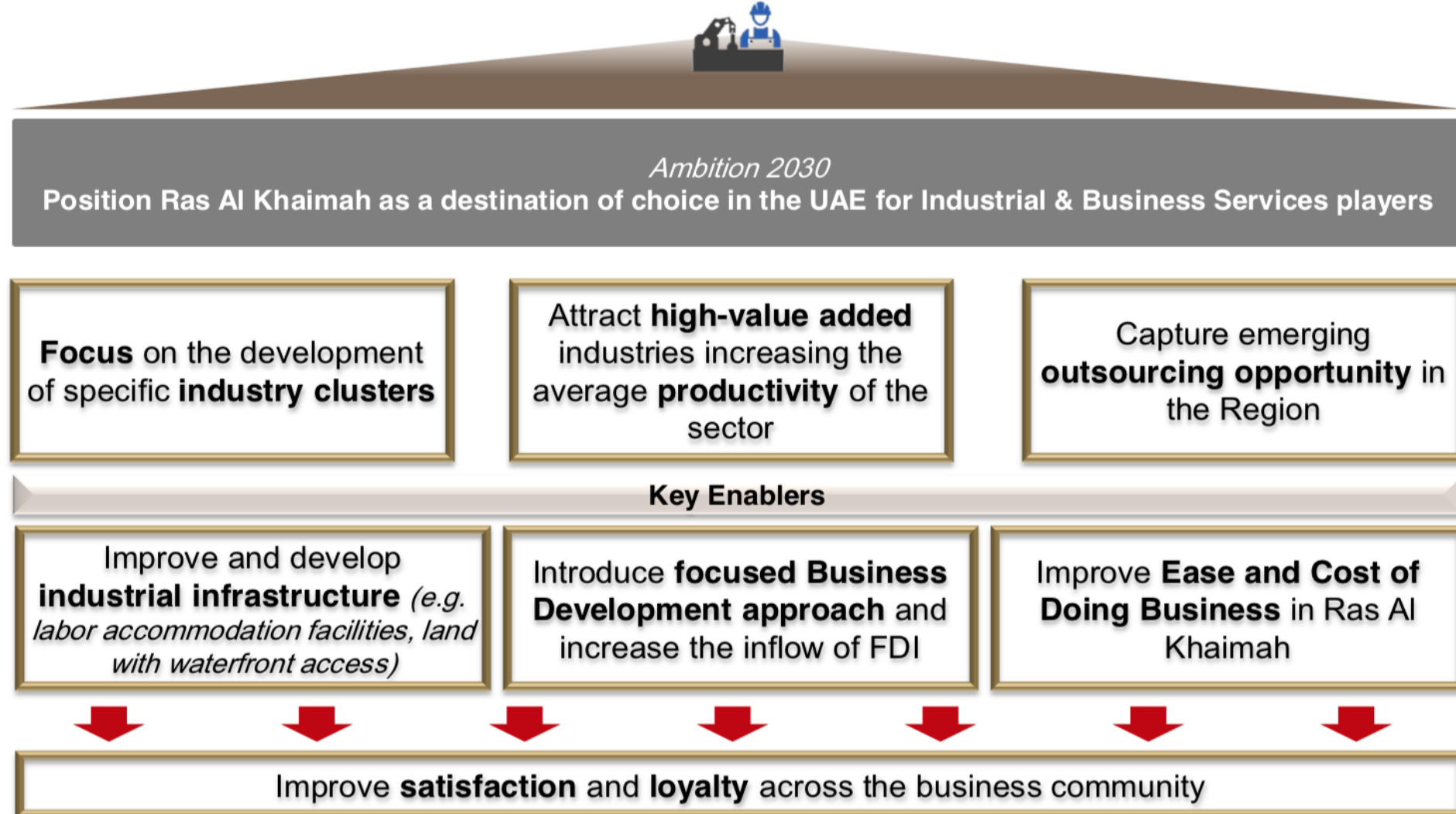


Champions list



Manufacturing

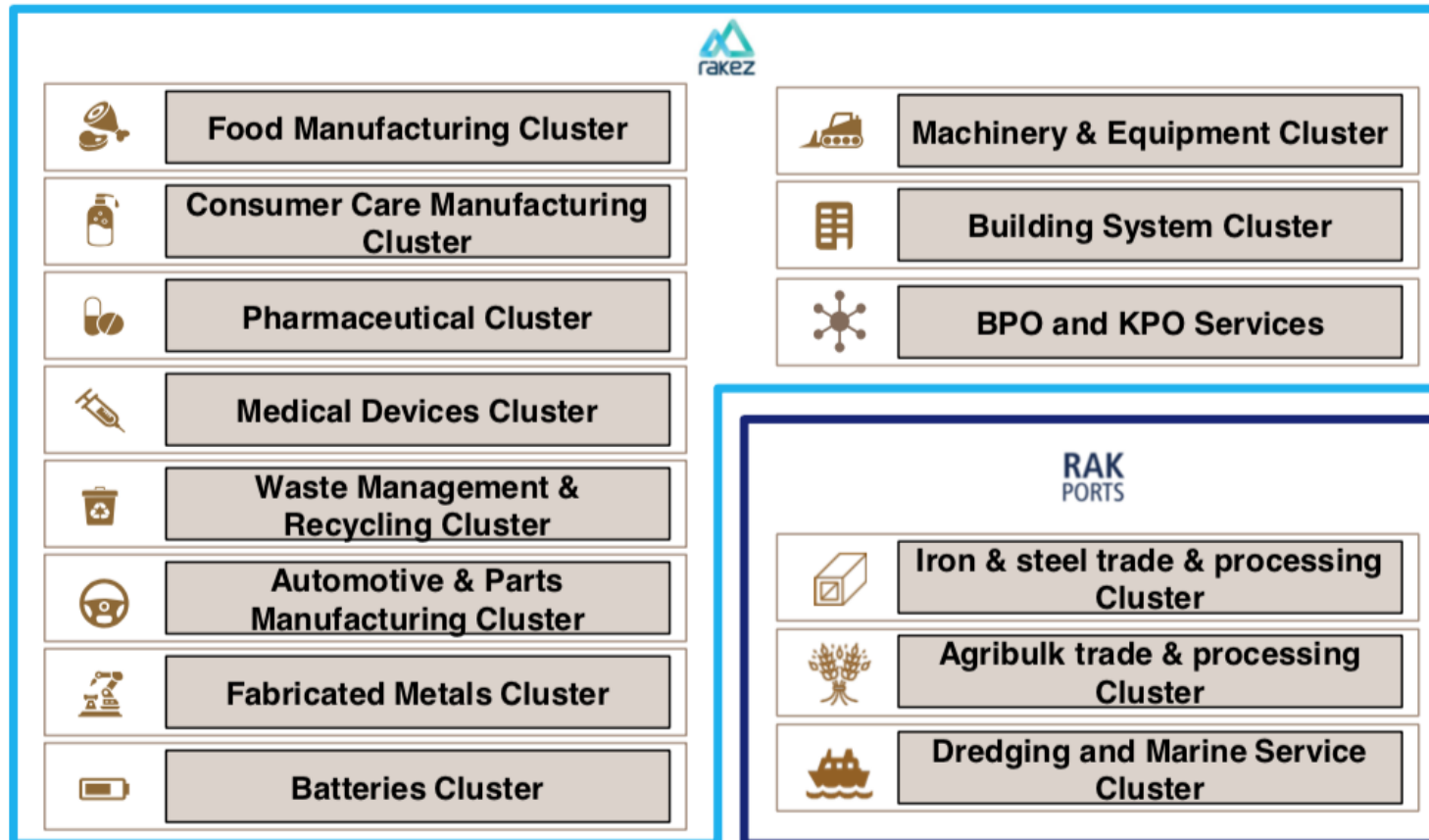
- >15K direct and >25K indirect jobs
- >250 new value-added companies and new industrial clusters
- >10km2 of industrial land developed



Manufacturing



1 Attract Investments in Target Sectors and Develop Clusters

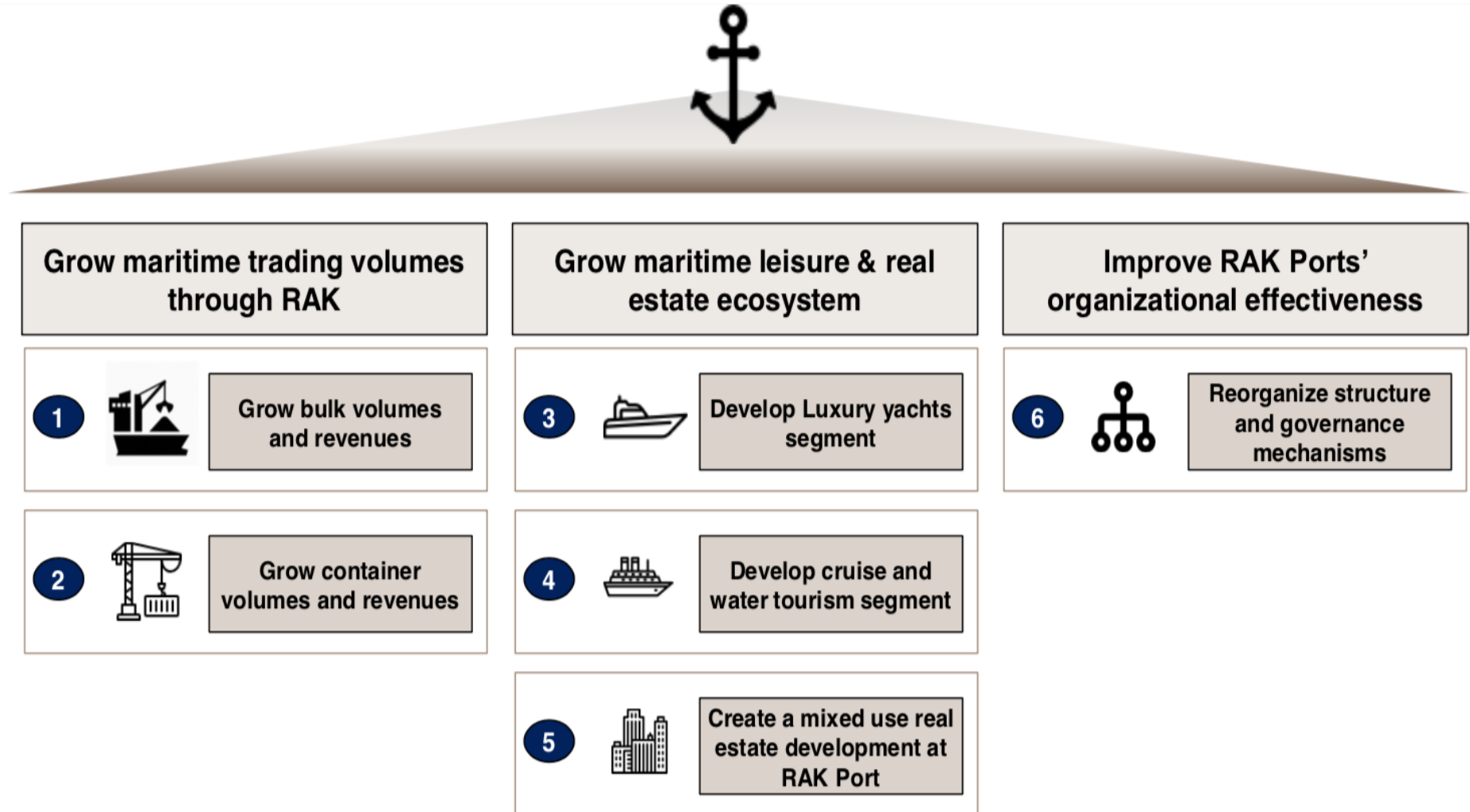


2 Enable Growth



Maritime

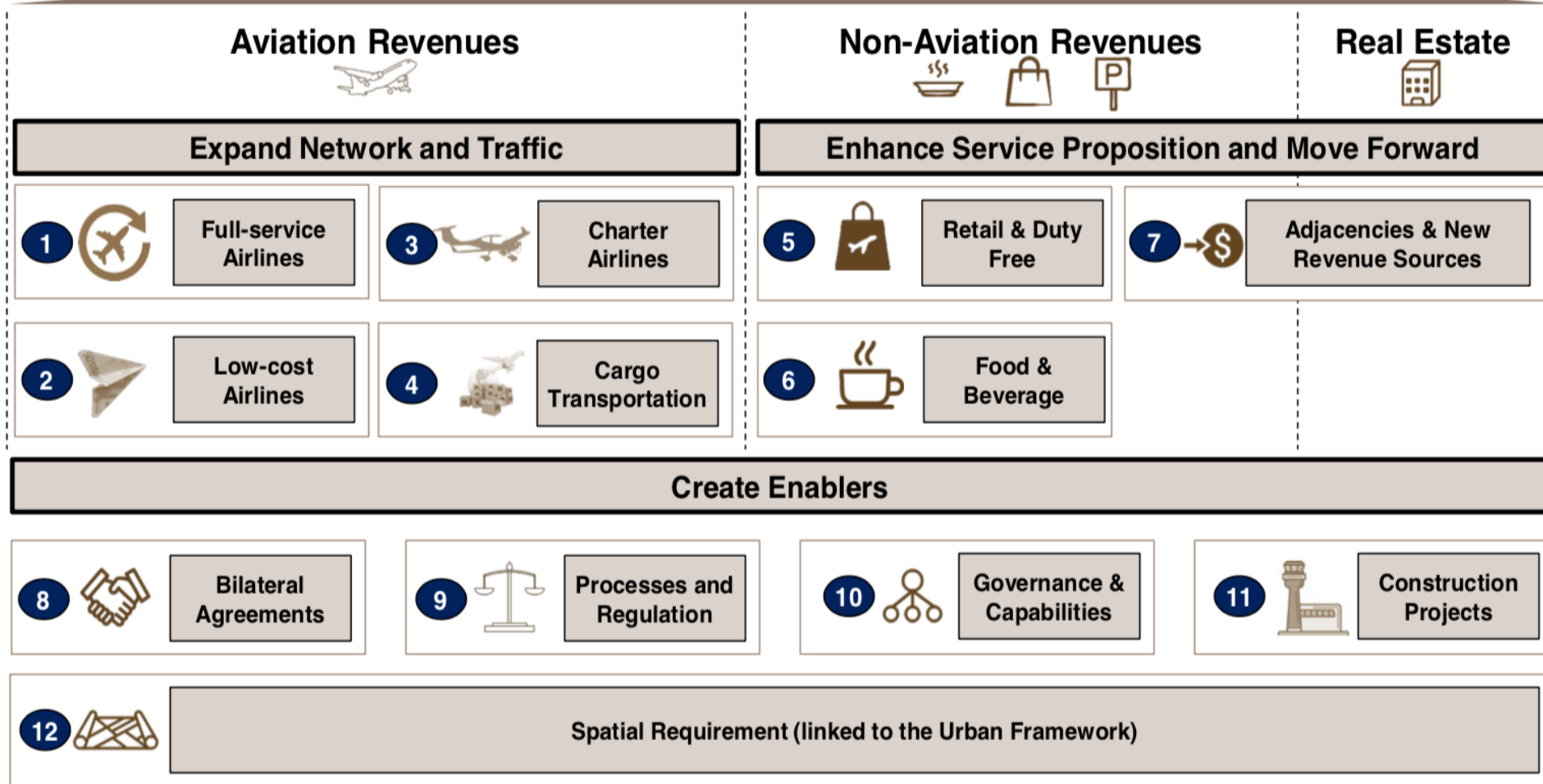
- ~1-1.5K new jobs created
- Bulk capacity more than doubled to over 100MT
- Container volumes reaching 650K TEUs
- 100+ yachts repaired and manufactured in Al Jazeera shipyard
- 530K water tourism passengers including >100K cruise passengers



Aviation

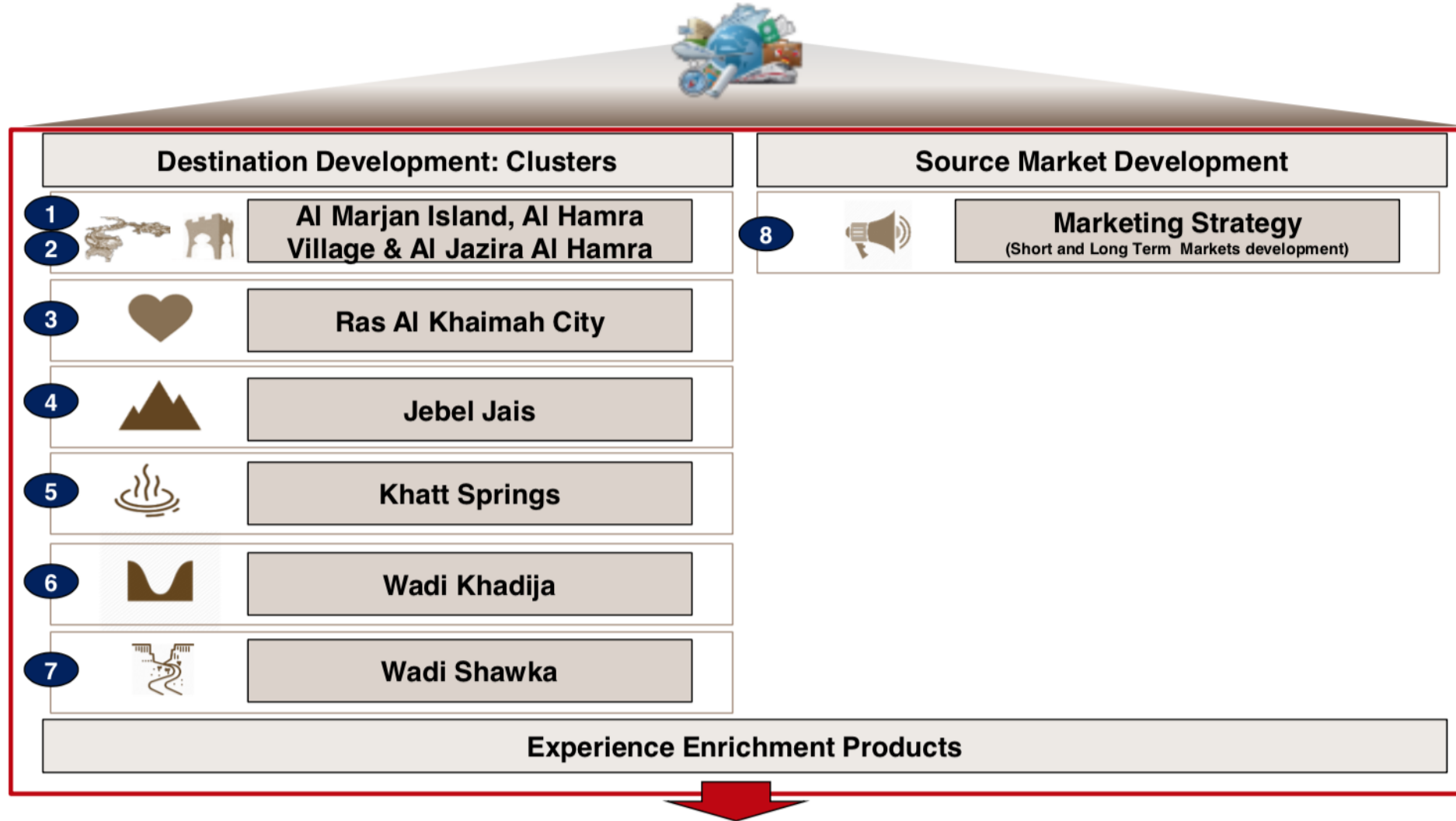


- ~2M Passengers
- Triple Cargo volumes ~13KT
- larger number of Full-service, LCC and Charter carriers flying from Ras al Khaimah
- Expanded Retail and F&B offering
- Developed Airport Free Zone
- Enhanced Airport Infrastructure



Tourism

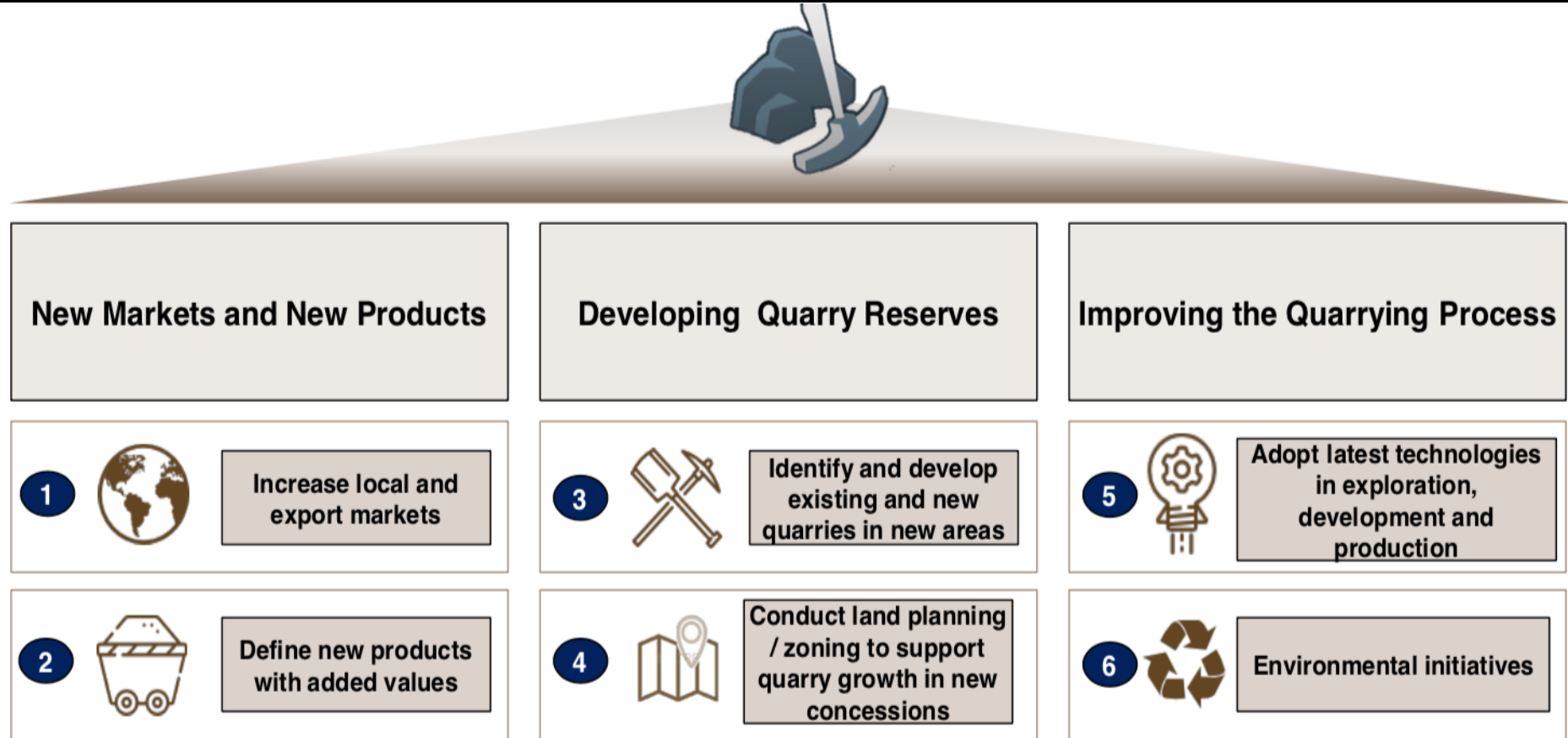
- 24K new employments
- 2.9 Million tourist
- + 15K rooms



Detailed plan and initiatives defined and mapped at RAKTDA corporate level

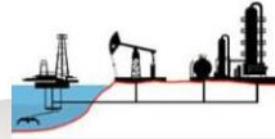
Mining

- to employ 4,600 people
- 50%+ increase in production volumes
- New sites development
- >10% increase in energy efficiency
- In the top cluster (0-50) of Air Quality Index
- 10% of the sites with rehabilitated quarries



Oil & Gas

2-4 blocks awarded for exploration



Ambition 2030

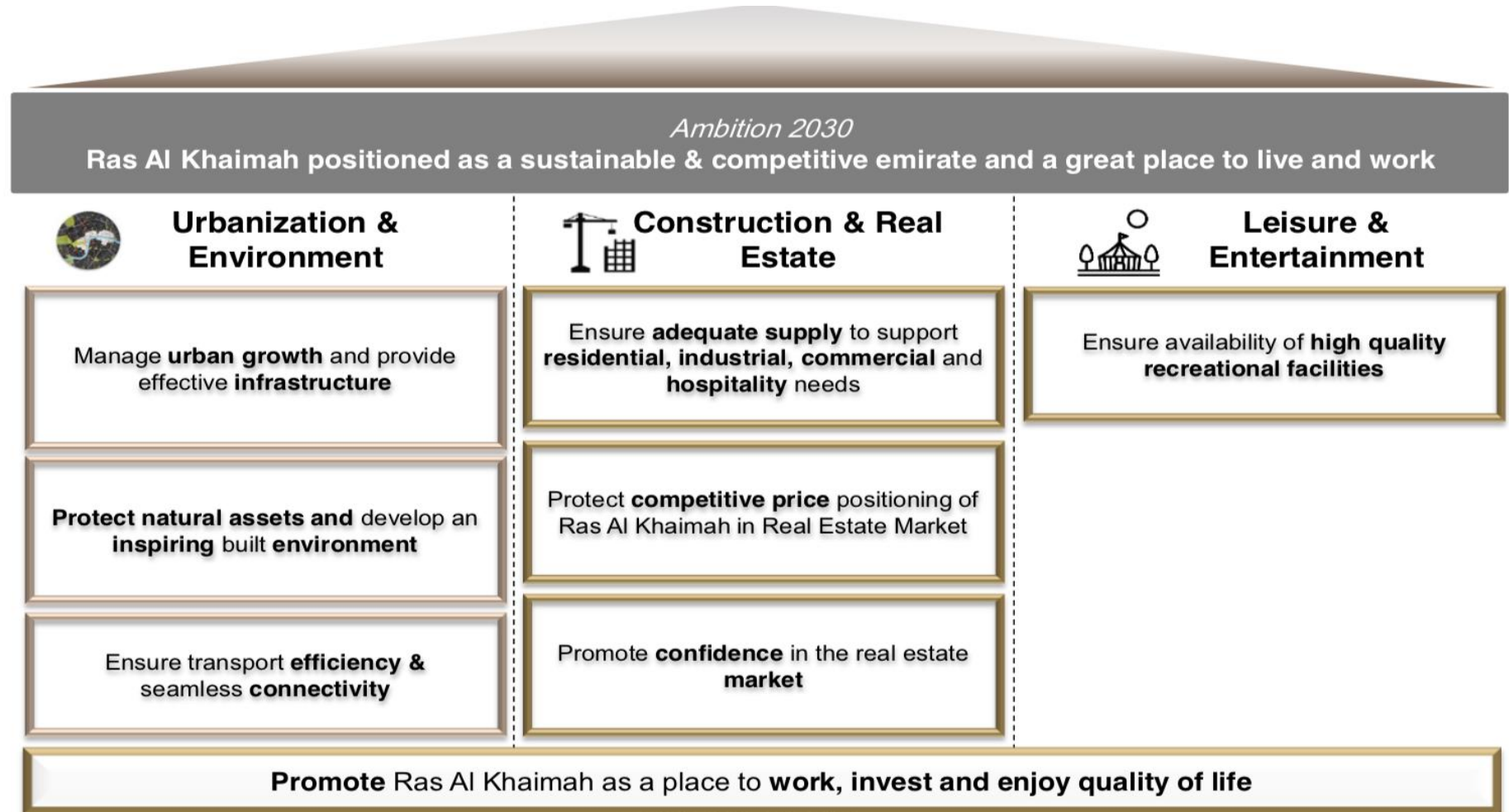
Maximize the value of Ras Al Khaimah Oil & Gas Natural Resources

Contract Oil & Gas companies to undertake exploration in Ras Al Khaimah – drilling in the offshore and shooting new seismic onshore

Make new Oil & Gas discoveries and maximize the value extracted out of available Oil & Gas resources

Urbanization & Real Estate

- +5K additional jobs
- +46,000 Residential units added
- +15,000 hotel keys in the market
- Industrial RE~70-80% Al Ghail occupancy
- Improved Infrastructure (e.g. roads) and landscaping
- Protected natural endowments (desert, mangroves, mountains, ...)
- Regenerated historical areas
- Accessible social infrastructure (parks, hospitals, schools) to all residents



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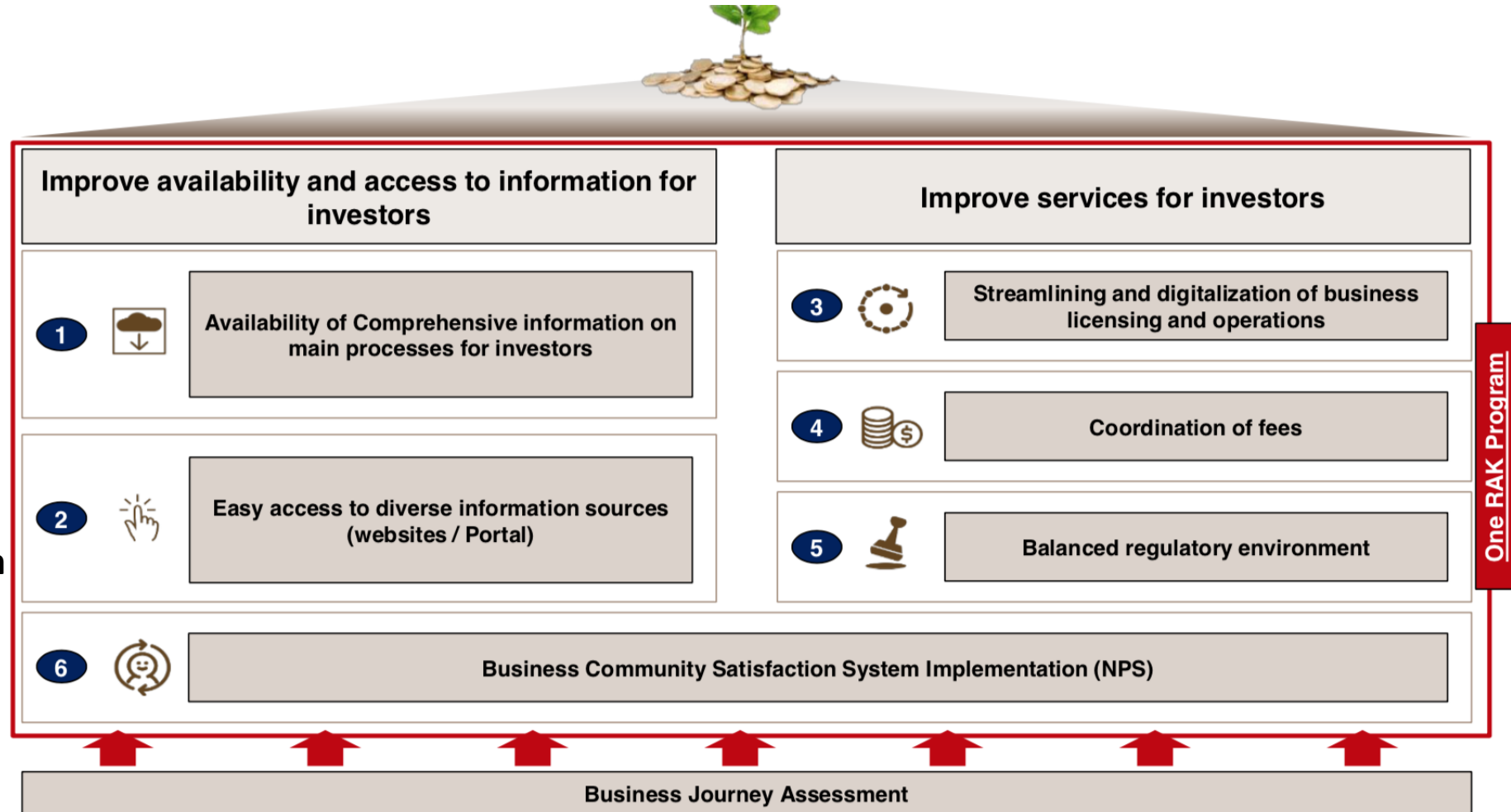
Business Environment

In the TOP 10 countries for ease of doing business

100% business inquiries through a “single window / One stop shop”

Enhanced coordination between stakeholder on business processes and costs

Timely and clear communication to the business community on changes in policies and requirements



Private Sector & Entrepreneurship

Market Access

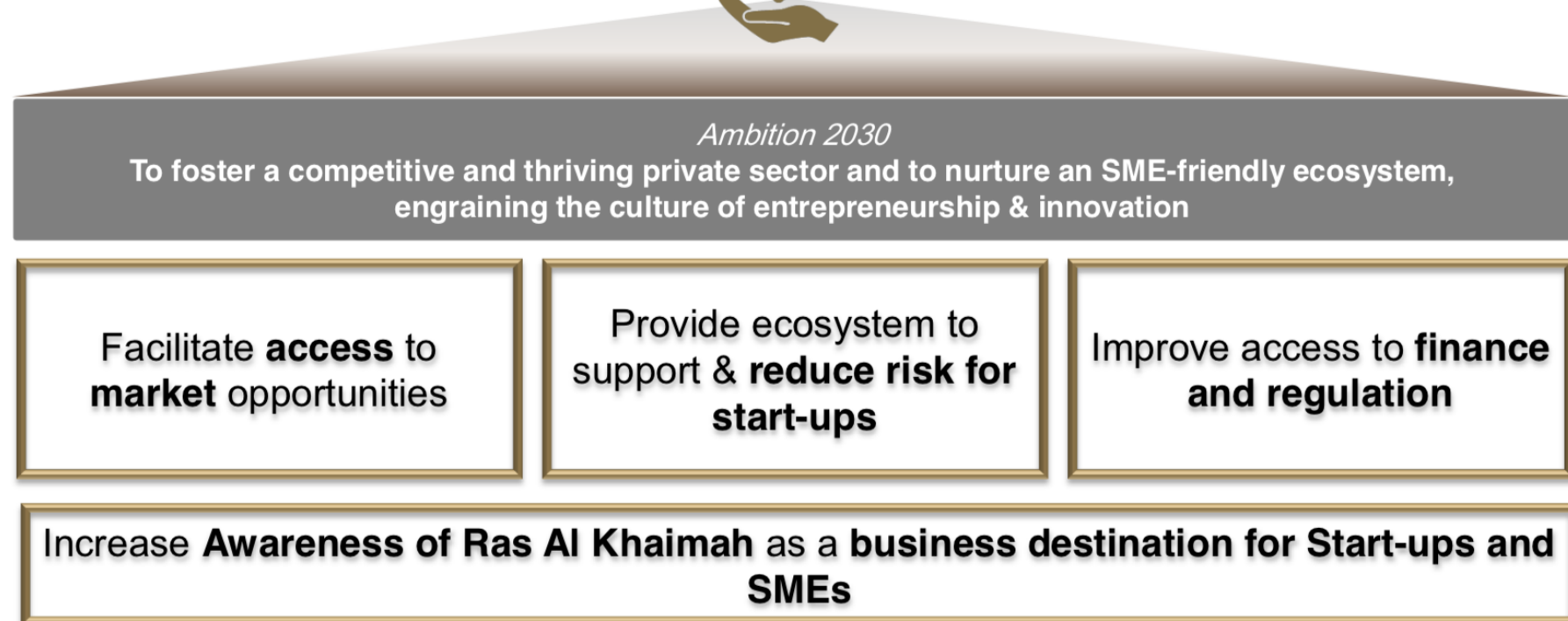
Operations:

1. Tech Transfer support
2. Support Development / Expand Incubators Infrastructures
3. Training on Entrepreneurship & Innovation
4. Cost Reduction program (License Fees, etc.)

Funding Access to Finance program

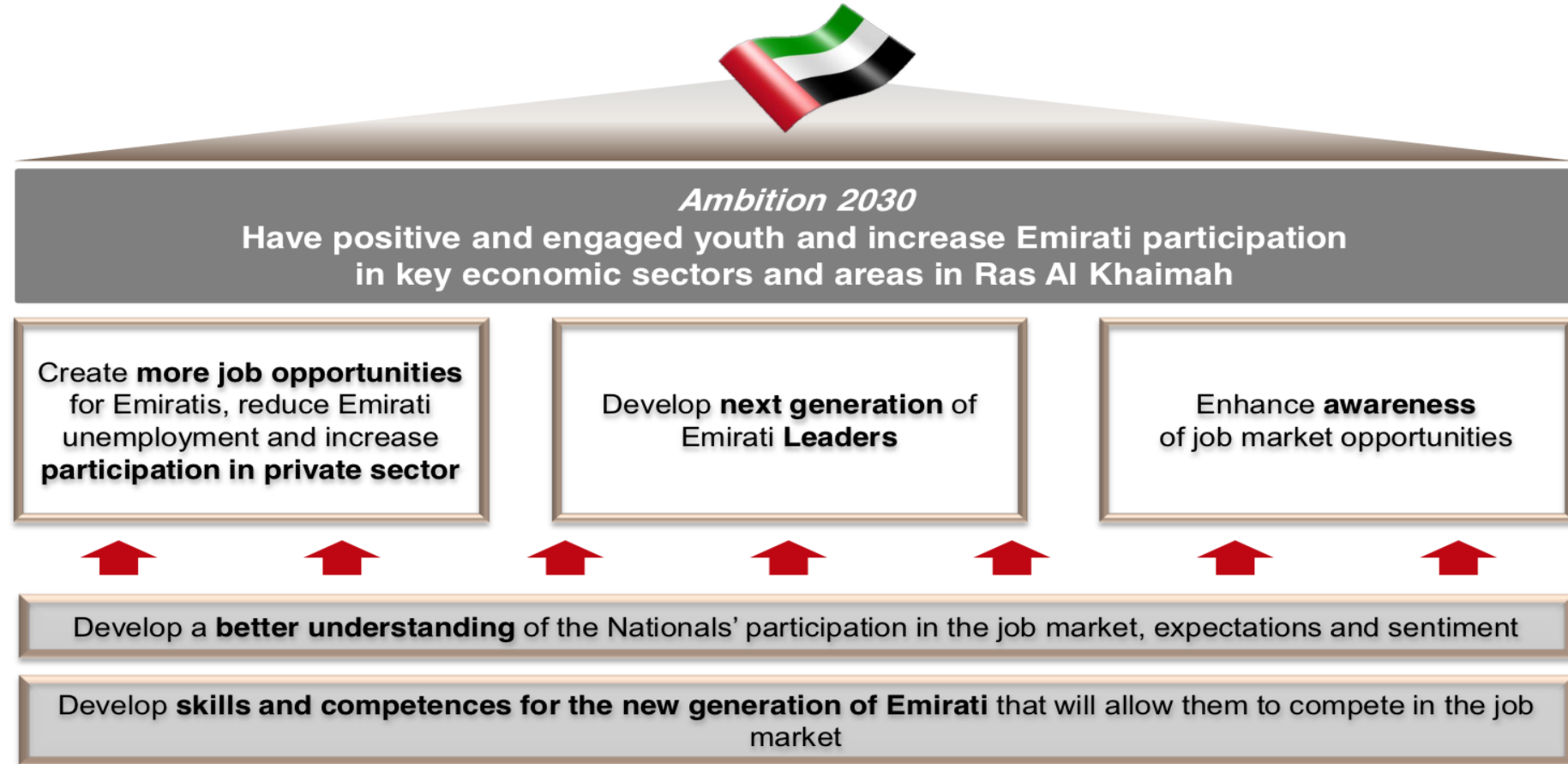
Legal Reinforce regulatory Framework

Awareness & Attraction



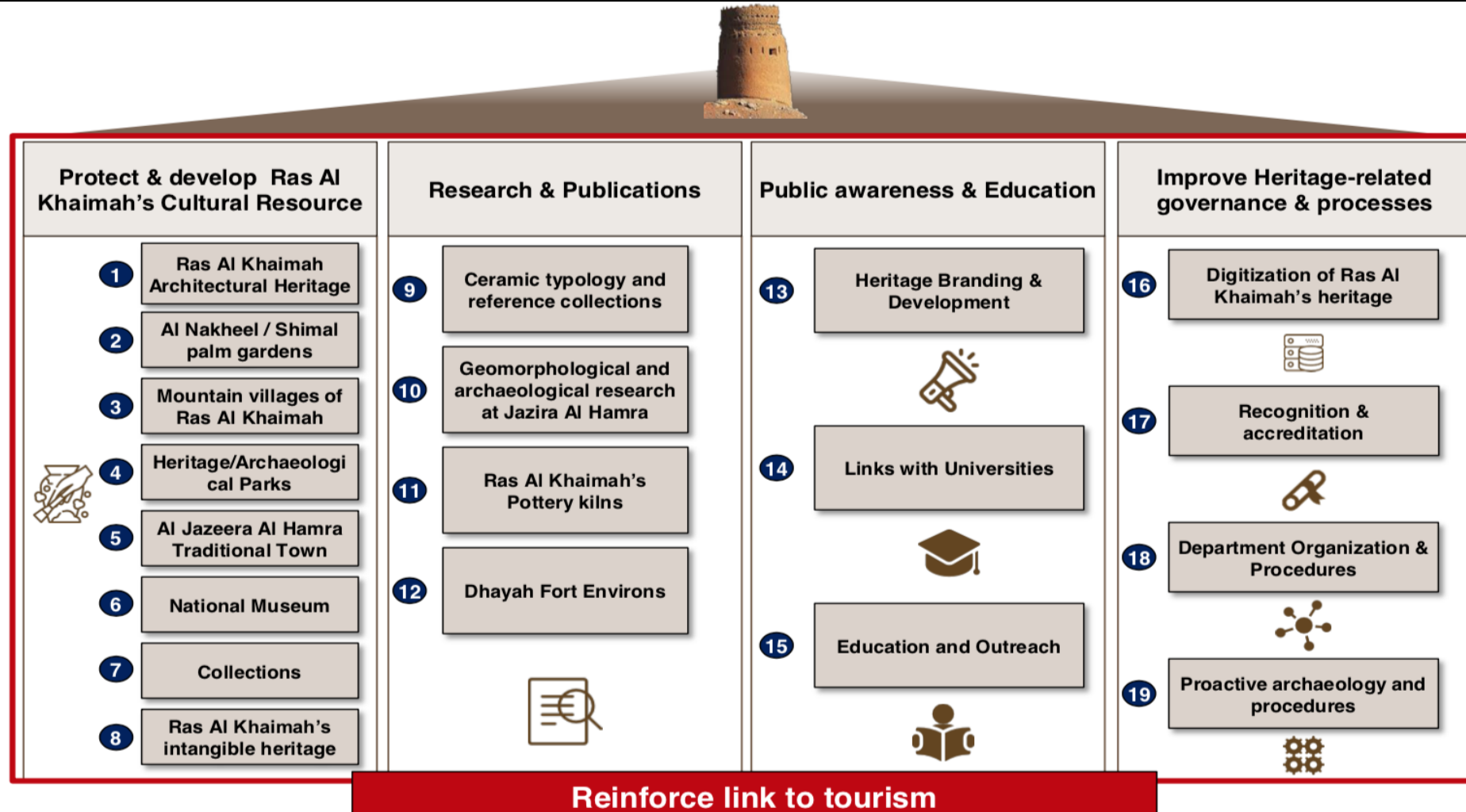
Youth & National Participation

- Develop the next generation of Emirati Leaders
- Better job opportunities for Emirati



Culture and Heritage

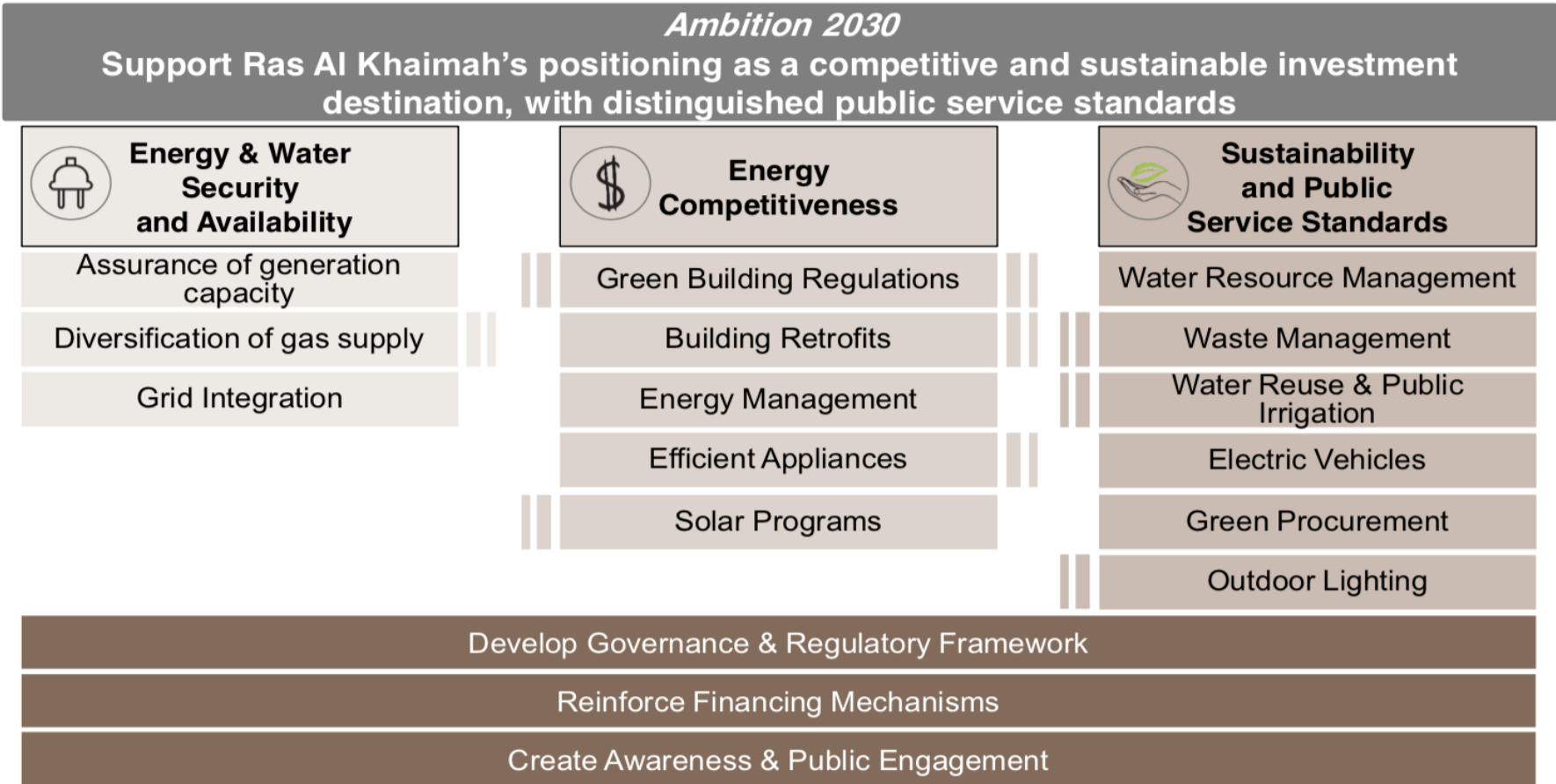
- >1Mln visitors
- archeological heritage sites are protected, restored and accessible
- +15 large-scale cultural events a year in RAK



Energy, Renewables & Utilities



- 2,000 MW electricity generation capacity
- 5% of RAK electricity demand met by solar power
- 10% energy efficiency level reached
- 1% primary energy supply generated from waste to energy
- water salinity maintained
- 100% of wastewater collected and treated
- 85% of municipal solid waste diverted from landfill
- 65% of roads equipped with street lighting



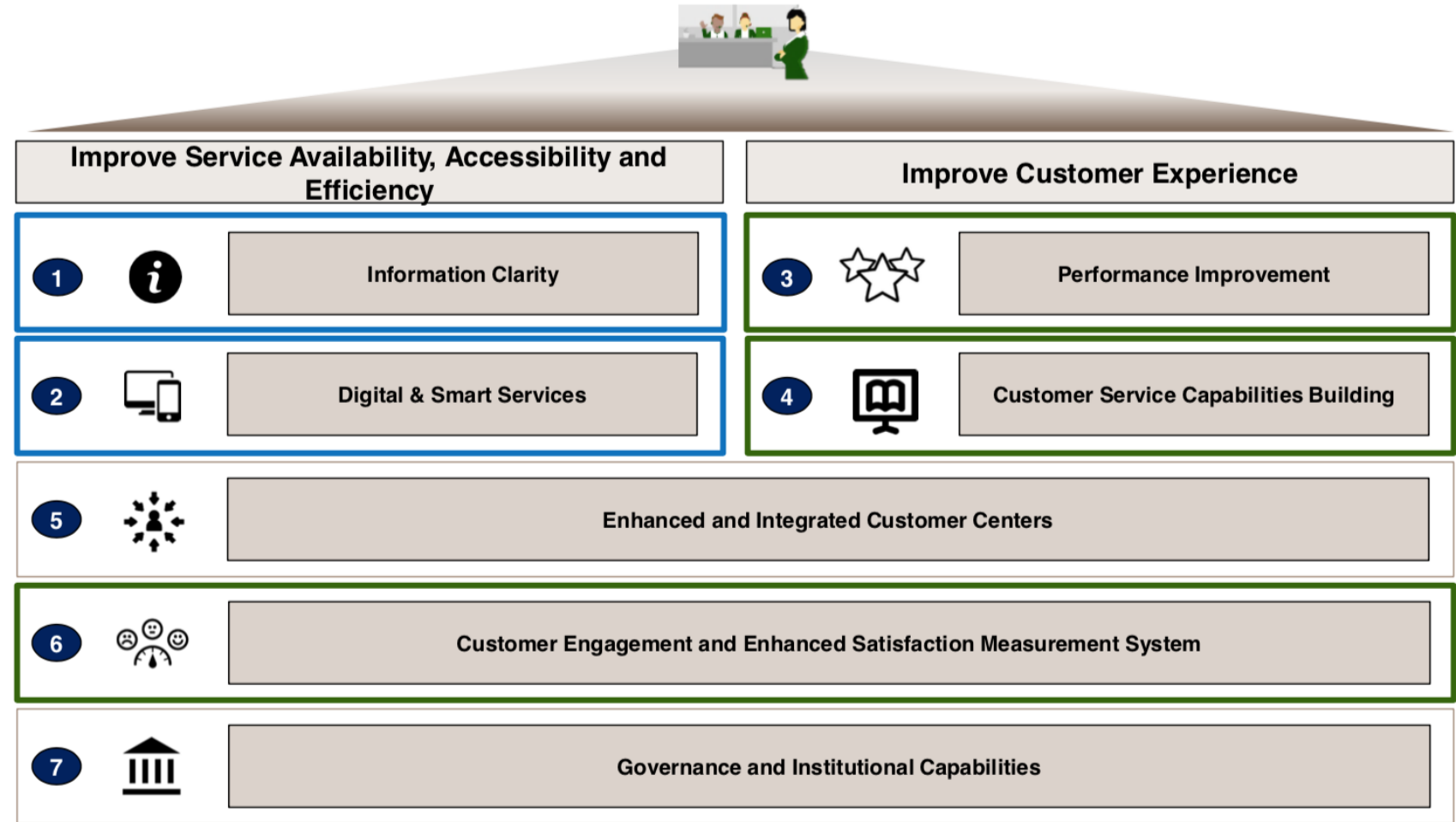
Planning, Policy Making & Statistics

- Mature and running planning process
- Improved planning capabilities
- Updated and accessible Policies
- Comprehensive and accurate data



Services

- 2 Government departments ranked as 7-star and the rest of the departments – as 5-star
- 100% Government eligible services available and utilized online and on mobile devices
- More than 90% of customers satisfied with the services



Note: Processes completed by ECA are excluded from the plan.

Source: Department of Public Service.

Strategic Communication



Ambition
Strengthen Ras Al Khaimah and His Highness the Ruler's reputation and image

1 Planning

- Develop **communication strategy** & update **business plan**

2 Delivery

- Design **delivery model** for **key enablers** (e.g. how to ensure content development & consistent messaging, channel development)
- Define roadmap for **capabilities' evolution**, including RMO **organization design & budget**

3 Monitoring

- Set-up indicator dashboard to **monitor performance**