

**SIEMENS**  
*Ingenuity for life*



In the UAE, for the UAE  
Making real what matters

Business to Society Report

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## Foreword from the CEO

It gives me great pleasure to introduce our Business to Society report for 2018. This document sets out the principles and beliefs that underpin the way we do business in the United Arab Emirates and provides a snapshot of how we implement those values across a wide range of activities.

Reading through this report, you'll notice something that comes up again and again: how fundamental partnership and cooperation are to progress. Whether it's helping to move forward the UN's Sustainable Development Goals, supporting the UAE to continue its march toward its Vision 2021 goals, contributing to various communities and to national and international goals in areas such as sustainability, or helping our customers operate more effectively or efficiently, success depends on multiple parties working together.

To every project, Siemens brings tremendous competencies, technologies, skills, and global experience, as well as local knowledge from 20 years in the UAE. However, we understand that full success is built on collaboration among government, business, civil society organizations, and individuals.

How appropriate then that this report covers activities during the UAE's 'Year of Zayed,' which celebrates the values and priorities of the late Sheikh Zayed bin Sultan Al Nahyan. Alongside the pillars of respect, human development, sustainability, and wisdom, there's no doubt that partnership was important to his approach.

I also would like to bring special attention to our work helping to build the skills and capabilities of the UAE's future generations. In alignment with Vision 2021 goals, we are working in multiple fields to drive Emiratization and build capabilities.

Since 2015, Siemens has so far provided training and educational experiences to 150 young Emiratis who have built new skill-sets and gained international exposure, including at our technology and manufacturing facilities. Meanwhile, our ongoing AED 425 million software grant is benefitting more than 3,850 students at five universities in the country, while our commitment to the Youth Ambassadors Program is helping develop Emirati leaders of the future. Through training, partnerships and all our other activities, we strive to make real what matters to future generations. We call this business to society.

This report is for you, our partners and the wider UAE community. So we welcome your feedback to help us make sure we are focusing on the right issues now and for the long term.

**Dietmar Siersdorfer**  
Chief Executive Officer, Siemens Middle East and UAE

“We strive to make real what matters to future generations. We call this business to society.”

Dietmar Siersdorfer



# Who We Are

Siemens has been a partner in the region for more than 150 years, and a local company in the UAE for two decades.

Innovation is our lifeblood and Siemens is active in more than 190 countries where it reaches out to society to enhance lives. Our key areas of expertise include electrification, automation and digitalization. This means Siemens powers the cities we live in, helps make

industries and buildings more efficient, and manages the transport and logistics that get us from place to place on time.

We are committed to energy-efficient, resource-saving technology in everything we do, and our advanced technology and infrastructure solutions contribute to the UAE’s dynamic journey.

The advanced Siemens HL-class gas turbines combine a series of new but already tested technologies and design features with the best of past experience clearing the way to efficiency levels beyond 63 percent with a mid-term goal to reach 65 percent. The series consists of three engines: SGT5-9000HL, SGT6-9000HL and SGT5-8000HL.

# What We Stand For

## Making real what matters

At Siemens, our mission is to make real what matters. We look beyond the bottom line of commercial activities and consider how our business serves society. We believe the purpose of our company is to contribute to the well-being of society and to have a positive impact on people’s lives. Business is an integral part of society, not independent of it. Therefore, in our claim “Ingenuity for life,” “for life” stands for the added value that we provide to society.

## Sustainability

Sustainability is a core principle at Siemens. For us, it involves much more than the sustainable use of natural resources.

It also comprises the sustainable development of our business, supporting the communities and countries where we operate.

Since our foundation as a company in 1847, our aspiration has been to provide technologies that improve peoples’ quality of life and create value for people all over the world.

At the 2017 World Economic Forum annual meeting in Davos, Toronto-based investment advisory firm Corporate Knights unveiled its 13th edition of the Global 100 Index, which ranks the world’s most sustainable corporations on 14 key performance indicators. Siemens was named the most sustainable company in the world.





# The UN Sustainable Development Goals

In contributing to the vision of a more sustainable future, we have aligned our corporate sustainability goals with the United Nation’s Sustainable Development Goals (the SDGs). The SDGs are indivisible and cross-cutting and achieving them is a complex task that will require the efforts of many diverse stakeholders.

At the governmental level, the UAE has been an active supporter and participant in developing the SDG framework, participating in UN forums and working with other countries to create the development agenda to 2030. The seriousness of that commitment is continuing: the establishment of the National Committee on SDGs provides an indication of the commitment the government has made to implementing the goals - illustrating its desire to turn commitments into action.

The SDGs align well with the government’s National Agenda to achieve its Vision 2021, as well as its support for policy making based on sound data. Access to clean energy, sufficient and affordable food, quality education and healthcare, sustainable economic growth, healthy ecosystems and increased resource efficiencies, are issues that resonate strongly with the country.



The SDGs remind us of the breadth of the challenge, and the scope of the contribution we can make as a business to society. They also provide a useful means of communicating - for governments and for private sector organizations - on the progress being made on a wide range of goals, in a framework that is recognized and shared across the world. Our portfolio of activities on electrification, automation and digitalization, our healthcare technologies and corporate social responsibility initiatives are all contributing to the SDG goals of good health and well-being, affordable and clean energy, sustainable cities, and climate action.

While government agencies clearly have a vital role in driving progress on the SDGs, it is also clear that progress can be made most effectively by harnessing the skills and experience of a wide range of other stakeholders, including the private sector, civil society organizations, community groups, and individuals. Many of the desired outcomes rely significantly on having a thriving and productive private sector which is committed to innovation and partnership.

These characteristics are a fundamental part of who we are as a business, valuing our people, our customers and the communities where we are working, and supporting the innovation needed to meet growing economic demand in a sustainable manner. This report illustrates how our goals and projects relate to the UN SDGs, highlighting ways in which we are making a contribution to their implementation.

# The Year of Zayed

The UAE is a nation led by forward-thinking leaders. In less than five decades, it has defined itself as one of the most advanced developed countries in the world.

The year 2018 marks the 100-year anniversary of the birth of the late Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE, and has been declared the Year of Zayed. As we commemorate the life, values and achievements of the late Sheikh Zayed, our commitment to honor his legacy and fulfil his vision of prosperity, tolerance and peace, continues to grow in alignment with the UAE’s vision for the future. The values that underpin the Year of Zayed offer a set of principles that can guide our own activities.

Like His Highness the late Sheikh Zayed, our company seeks to treat people with the utmost respect regardless of race, nationality or religion.

We too are committed to tackling the world’s greatest sustainability challenges and recognize the fragility of the earth’s ecosystems. By fostering innovation, preserving land and marine environments and supporting the growth of clean energy, we can help to build the sustainable model envisioned by the late Emir.

Sheikh Zayed’s recognition that investing in human development was essential to growth and fulfilment, can help to remind us that building people’s capability can deliver the greatest benefit to individuals, families and society at large. We too recognize the need to provide humanitarian assistance and to give to those in need.

And finally, our company seeks to take decisions that are far-sighted and inspirational - in line with the core value of wisdom which underpins many of the goals of the Year of Zayed.

Sheikh Zayed’s vision has served as a guiding beacon in defining a unified and ambitious country characterized by the contentment of its citizens. Excellent education and healthcare; a competitive knowledge-driven economy; a zeal for innovation and a nurturing and sustainable environment that enhances quality of life are already shaping a legacy for generations to come.



“In the UAE, private companies are inspired to engage in activities that reflect the spirit of generosity and bring benefits to the community. We believe this is a natural desire; to give back to society and support the country’s long-term aspirations for a sustainable knowledge economy.”

Joe Kaeser, President and Chief Executive Officer of Siemens AG



# Supporting What Matters To The UAE

We recognize that only by carefully considering what is important to the government, to the people of the UAE, and to broader society can we fully evaluate our success as a company. We have sought to align our business goals with the stated ambitions of the country.

### Driving the economy

The UAE’s vision of providing long-term prosperity for everyone is taking shape. At the crossroads between East and West, the UAE has tremendous potential to become a hub for global business. Strategic geographical advantage, however, is only part of the story. Economic diversification, entrepreneurial spirit and innovation will create the optimal environment for driving the economy. Breathing new life into the economy has led to a concerted diversification strategy. Revenue streams from sectors such as heavy industry, logistics, transport, tourism, telecommunications, renewable energy, pharmaceuticals and aviation are helping to make the shift away from reliance on the hydrocarbon sector to a more diversified economic model.

### Developing local jobs and skills

The UAE government recognizes that its people are its greatest asset. Guided by the UAE National Youth Agenda, the UAE Economic Vision 2021 and the Abu Dhabi Economic Vision 2030, the country is striving to foster national talent, visionary leadership and a UAE ownership culture, leading to the development of a diversified, flexible knowledge-based economy. By 2021, it is foreseen that Emiratization will increase tenfold, females will be empowered to serve their country across a range of industries, and knowledge workers, those that thrive on innovation and creativity, will help to create the future of the UAE, powered by skilled Emiratis.

### Value-adding innovations

Innovation, research and technology are integral to the UAE’s plan to create a knowledge-based economy. The nation is working towards becoming one of the top 20 countries in the annual Global Innovation Index Ranking.

The National Innovation Strategy, which focuses on economic areas such as renewable energy, transport, education, health, technology, water and space clearly reflects this ambition. The shared goal is for productivity and competitiveness to rival the finest in the world.

### Protecting the environment

The UAE is committed to ensuring future generations inherit an environmentally sustainable world. It is dedicated to improving the quality of air, preserving water resources, increasing the contribution of clean energy and nurturing energy efficient technologies. Policies are already making the country more efficient in its use of resources and helping to prepare for the changes that economic growth will bring in terms of energy use. The UAE is also contributing to global efforts to promote sustainability. The International Renewable Energy Agency (IRENA) is headquartered in the UAE and the World Future Energy Summit, a platform that promotes global dialogue, continues to be held in Abu Dhabi.

### Improving quality of life

The UAE is dedicated to preserving the fabric of society while enhancing the quality of its people’s lives. This includes developing world-class power infrastructure and leading-edge healthcare.

Other measures seek to empower individuals, provide education about lifestyle diseases, and enhance safety through efficient traffic management and infrastructure solutions. The goal is to ensure that people have the potential to live healthy, happy and secure lives.

### Enabling transformation

Inspired by the Founding Fathers’ values of openness, coexistence and understanding, the nation is committed to safety, security and prosperity for all. Supporting transformation, and engaging more than 200 cultures, involves harnessing the power of innovation and embracing new ideas and pathways to prosperity. It includes building bridges to the world while preserving the dignity and traditions of the UAE’s cultural identity. Positive transformation is an integral part of the UAE’s ethos, and as it reaches its 50th anniversary, a variety of initiatives are underway which will continue to build cohesion today and shape the future.





# Siemens Value Map

A snapshot of our contribution to the sustainable development of the UAE.

Driving the economy	Developing local jobs and skills	Value-adding innovations	Improving quality of life	Sustaining the environment	Supporting transformation
<p><b>Economic output</b> 90% of our contribution to gross value added in the UAE is in non-oil sectors.</p> <p><b>Logistics</b> 50% of port logistics, 92% of baggage handling and 86% of air cargo are enhanced by our solutions in the UAE.</p> <p><b>Metals</b> We enable 50% of the UAE's aluminum and steel sectors.</p> <p><b>Customer support</b> We support more than 1,500 customers across all seven emirates.</p> <p><b>SME enablement</b> We work with more than 800 local small and medium sized enterprises in the UAE.</p>	<p><b>Creating jobs</b> We directly employ 2,700 highly-skilled workers and enable 16,200 jobs in the UAE.</p> <p><b>Improving skills</b> We invest more than €735 per employee a year in training and education.</p> <p><b>Female empowerment</b> 16% of our workforce is female, compared to the UAE average of 12%.</p> <p><b>Youth development</b> More than 150 young Emiratis gained new skill-sets and international experience in our training and education programs.</p> <p><b>University partnerships</b> Our 425m AED software grant is benefitting over 3,850 students.</p>	<p><b>Power</b> The energy generation solutions we co-developed with local partners boost electricity generation capacity at peak times by 17%.</p> <p><b>Manufacturing</b> 35% of manufacturing in the UAE is enabled by our automation technology.</p> <p><b>Digitalization</b> 2 million data points ensure that daily transportation, day-to-day comfort and resource efficiency are seamlessly enhanced.</p> <p><b>Digital transformation for customers</b> Our MindSphere Application Centers in the UAE support our customers' digital transformation.</p> <p><b>3D printing</b> With Strata Manufacturing and Etihad Engineering, we developed a pioneering solution for aircrafts.</p>	<p><b>Power</b> Our technology is used to generate 40% of the UAE's power generation capacity.</p> <p><b>Water availability</b> We enable the delivery of 75% of the UAE's daily water supply.</p> <p><b>Healthcare</b> Siemens Healthineers equipment facilitates over 600 medical decisions per hour.</p> <p><b>Transportation</b> Our 1,200 controllers and 10,000 sensor loops help support a safer, more efficient transportation system.</p> <p><b>Employee well-being</b> 83% of our local employees report their work gives them a sense of fulfilment.</p>	<p><b>Reducing CO2</b> Our energy efficient solutions have reduced CO2 emissions by 4.76 million metric tons.</p> <p><b>Resource efficiency</b> Our regional headquarter in Masdar City averages 55% energy savings and 47% water use reduction compared to standard UAE offices.</p> <p><b>Sustainable cooling</b> Our water-cooled chiller systems cut annual utility costs by more than 30% in the UAE.</p> <p><b>Developing Hydrogen</b> We are participants in a pilot project to develop the region's first solar-driven hydrogen electrolysis facility.</p> <p><b>Smart buildings</b> Our building automation solutions improve efficiency by up to 43%.</p>	<p><b>Cultural diversity</b> Inspired by the UAE's culture of co-existence, we employ more than 90 different nationalities in our local offices.</p> <p><b>Business environment</b> We have contributed AED 3 million to the Pearl Initiative program to support corruption prevention.</p> <p><b>Safety</b> We provided more than 2,500 of our partners with health and safety training to prevent accidents before they happen.</p> <p><b>National security</b> Our integrated technology helps detect and prevent cyber attacks in the vital oil sector and supports overall cyber security in the UAE.</p> <p><b>Global Manufacturing &amp; Industrialization Summit</b> As a proud foundation partner of the inaugural event, we help create a forum for dialogue with UAE stakeholders on the value and potential of digital enterprises.</p>





# Valuing Our Customers

Our success comes from always putting customers’ needs first. We use innovative technology and flexible business models to ensure our customers can succeed in today’s rapidly-changing market conditions.

We strive to make sure our customers know that Siemens is a partner they can rely on, over the long term. We have many examples, highlighted throughout this report, of working successfully for our customers, and with them in partnerships in new initiatives.



“Team work and innovation have been the hallmarks of our success with Siemens. Our partnership has been built on a strong foundation based on trust, respect, and appreciation towards each other every step of the way. We have evolved together over the past four decades, and this has proudly enabled us to contribute towards the growth and development of a nation. We look forward to growing our partnership for many more decades to come.”

Easa F. Al Gurg, General Manager of Scientechnic

Collaboration between Scientechnic and Siemens began in 1973. For 45 years, together, we have been empowering customers across Dubai and the Northern Emirates with innovative engineering solutions.







Driving The  
Economy



# Driving The Economy

“The Federation of the United Arab Emirates has relied and will continue to rely on the rich and diverse contributions of its true wealth, its people, to guarantee its prosperity.”

His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates



Our efforts to support the diversification of the UAE economy, enabling national infrastructure and working closely with local projects, link to a wide range of the UN SDGs - which target economic, social and institutional progress across several fields. SDG 9, for example, seeks to build resilient infrastructure, promote sustainable industrialization and foster innovation - all goals that align very closely with our efforts to help the UAE achieve its vision of being among the best locations in the world for quality airports, ports, roads and energy infrastructure.

A key part of achieving these broad-ranging goals is helping to develop the capabilities of people by equipping them with the skills they need to succeed in a modern, knowledge-based economy, where flexibility and the capacity to adapt is vital. We therefore support quality education and training, gender and other aspects of equality, as well as innovation that drives future economic prosperity.

3

GOOD HEALTH AND WELL-BEING

4

QUALITY EDUCATION

5

GENDER EQUALITY

6

CLEAN WATER AND SANITATION

7

AFFORDABLE AND CLEAN ENERGY

8

DECENT WORK AND ECONOMIC GROWTH

9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

10

REDUCED INEQUALITIES

11

SUSTAINABLE CITIES AND COMMUNITIES

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

The UAE seeks to ensure long-term prosperity for everyone. This vision is already taking shape around us.

Economic diversification, entrepreneurship and innovation will create the optimal environment for driving the economy and positioning the UAE as a pivotal hub for global business. Economic diversification is vital to the UAE’s future prosperity.

Revenue from non-hydrocarbon sectors, such as heavy industry, logistics, transport, tourism, telecommunications,

renewable energy and aviation, are driving the transition to new growth, away from traditional income sources. In support of diversification, the nation is encouraging entrepreneurship and support for small and medium-sized enterprises, which are forecast to become the backbone of the economy.

Regional and global competitiveness will depend on technology, innovation and international partnership, spurring economic growth.





# Our Contribution

## Supporting economic diversification

We are partners in ensuring the UAE’s continued prosperity: the UAE’s continued economic diversification is at the heart of our initiatives, reflected in the fact that 90% of our gross value added to the economy is in non-oil and gas sectors.

We support more than 1,500 customers across all seven emirates and see ourselves as partners in building a brighter future for the UAE.

Our technology has played a role in numerous projects, with the goal to contribute to the UAE’s increased industrial efficiency and productivity. This enables economic diversification, job creation and competitive growth, some of the UAE’s key goals.

The UAE is the fifth biggest aluminum producer in the world – Siemens is proud to contribute to that success by enabling 50% of the local aluminum and steel industries by implementing innovative technology.

## Enabling reliable infrastructure

Reliable infrastructure is also vital to stable economic growth. Through award-winning airport solutions, Siemens contributes to the UAE’s success as a gateway to the world: 92% of baggage handling and 86% of air cargo are enabled through Siemens logistics – securing the optimal passenger experience.

In addition, 50% of all port logistics are enabled by Siemens solutions.



We support more than

# 1,500

customers

across all seven emirates



## SME Enablement

We work with more than

# 800

local small and medium sized enterprises in the UAE



“We are proud of our contribution to economic development and diversification in the UAE, and committed to the journey of shaping the future.”

Khalid Bin Hadi, Senior Executive Vice President at Siemens LLC

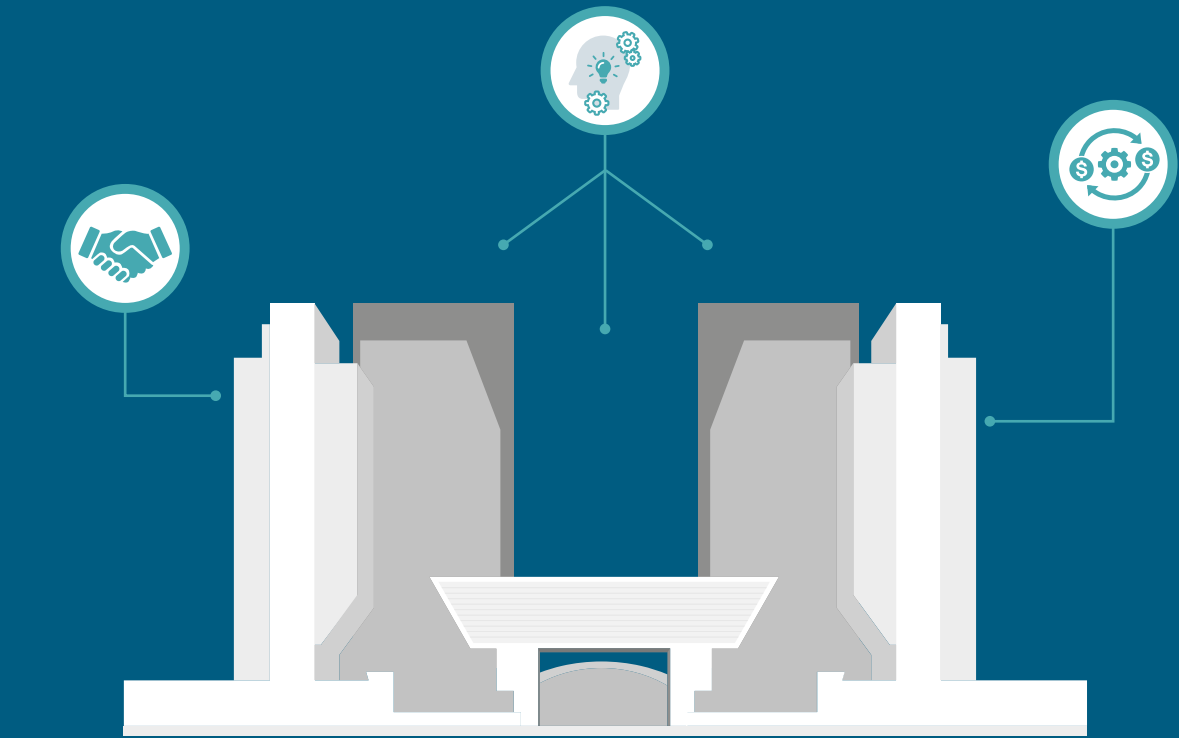
## A local force for good

We are also proud supporters of local projects. Siemens is delighted to be a partner to Masdar and Bee’ah in financing the UAE’s first ever multi-fuel waste-to-energy facility in Sharjah, a project that will convert 300,000 tons of waste into energy each year.

# Abu Dhabi Global Market

We also have established a regional treasury center in the Abu Dhabi Global Market (ADGM) - nurturing business efficiency, professionalism, and knowledge development in the region.

We believe that the ADGM is set to become one of the leading international financial centers in the world, driving the diversification of the UAE economy by 2030.





# Powering economic diversification with efficient and sustainable technology in the aluminium industry

Emirates Global Aluminium (EGA), Mubadala and Dubal Holding are to sign an agreement to develop a state-of-the-art power block and a water desalination plant at EGA's smelter at Jebel Ali in Dubai. The new facilities will improve the efficiency of power for EGA's aluminium smelting, reducing environmental emissions and natural gas consumption. Mubadala and Dubal Holding are to establish a joint venture to develop the new facilities. EGA intends to buy the facility's output for 25 years following commissioning. EGA is the largest industrial company in the UAE outside oil and gas, and is jointly owned by Mubadala and Dubal Holding. The joint venture will install a combined cycle power facility at EGA's Jebel Ali site capable of generating over 600 megawatts of electricity.

The shareholders of the joint venture have signed an agreement with Siemens to install the UAE's first combined cycle H-class gas turbine, a leading technology in efficient power generation. Karim Amin, CEO Sales, Siemens Power Generation, said: "This project is a breakthrough on many levels; the first Siemens H-class globally to power an aluminium smelter, the most efficient power plant in the UAE and the most efficient in EGA's fleet. This proven technology will be a boost to the UAE's industrial sector, and we look forward to working hand-in-hand with the EGA, Mubadala and Dubal Holding team to bring this project to fruition."



Signing ceremony witnessed by His Excellency Eng. Suhail Mohamed Faraj Al Mazrouei, UAE Minister of Energy and Industry, Khaldoon Khalifa Al Mubarak, Chief Executive Officer and Managing Director of Mubadala Investment Company and Chairman of EGA, His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubal Holding and Vice Chairman of EGA, and Joe Kaeser, President and Chief Executive Officer, Siemens.

## When advanced technology drives sustainability

The new, more efficient power facility is expected to reduce greenhouse gas emissions from EGA's power generation at Jebel Ali by some 10 per cent. Emissions reductions per tonne of aluminium produced at Jebel Ali, which includes both power generation and aluminium smelting, are expected to be up to seven per cent.

EGA's total CO2 equivalent emissions, from all its operations in the UAE, were 8.1 tonnes per tonne of aluminium produced in 2017 and are currently below eight tonnes per tonne of aluminium produced. The estimated average greenhouse gas emissions per tonne of aluminium produced globally is 12.7 tonnes CO2 equivalent.


In addition, EGA's NOx emissions at Jebel Ali are expected to reduce by 58 per cent. NOx, which is also emitted by motor vehicles, is amongst a group of emissions targeted for reductions under 'UAE Vision 2021' to improve local air quality.

EGA requires electricity for aluminium smelting and other industrial operations. EGA runs captive power plants at its sites in Jebel Ali and Al Taweelah with a current combined generating capacity of 5,450 megawatts, making the company the largest power producer in the UAE after DEWA and ADWEA. EGA's power fleet is already amongst the most efficient fleet in the Middle East.


“This deal will enable EGA to further improve energy efficiency, saving natural resources and reducing the costs and environmental emissions associated with our aluminium production. Bringing in our shareholders to invest in such power facilities through a new company makes sense for EGA from a capital allocation perspective as we expand our core business upstream and internationally.”

Abdulla Kalban, Managing Director and Chief Executive Officer of Emirates Global Aluminium (EGA)

### Powered by the UAE's first combined cycle H-class gas turbine, a leading technology in efficient power generation, and advanced solutions



We enable  
**50%**  
of the local aluminum and steel industries



The UAE is the fifth biggest aluminum producer in the world



# Expo 2020 Dubai

## A trusted premium partner

Since the original Great Exhibition of 1851, World Expos have inspired millions of people around the globe, bringing together cultures, showcasing innovations, and encouraging new paths to progress. In 2020, the UAE will become the first country in the Middle East, Africa and South Asia region to host an international registered exhibition of this kind.

Expo 2020 Dubai is expected to attract 25 million visits - acting as a catalyst in mobilizing the brightest minds from all around the world.

Siemens is proud to be Expo 2020 Dubai's Official Premier Partner for Infrastructure Digitalization – providing innovative solutions to help plan, build and operate the most connected and digitalized World Expo yet seen.

This partnership will deliver impact well beyond 2020, establishing Dubai South as an attractive district for global business.

At Siemens, we act on the maxim of ingenuity and embrace the potential of connected minds.

For Expo 2020 Dubai, we bring our extensive and innovative portfolio across digitalization, electrification and automation to life at the site, leveraging our strong local footprint and ecosystem of global experts from more than 190 countries.

We are committed to the Expo's legacy and will be amongst the first to reside in District 2020, establishing our global logistics headquarters in this hub for innovation and technology.

We believe that Expo 2020 Dubai can be the event at the dawn of the digital age.

By committing to the theme *"Connecting Minds, Creating the Future,"* Expo 2020 Dubai aims to generate a spirit of partnership that will deliver lasting benefits for future generations.

Leveraging our strong local footprint and ecosystem of global experts from more than

# 190 countries

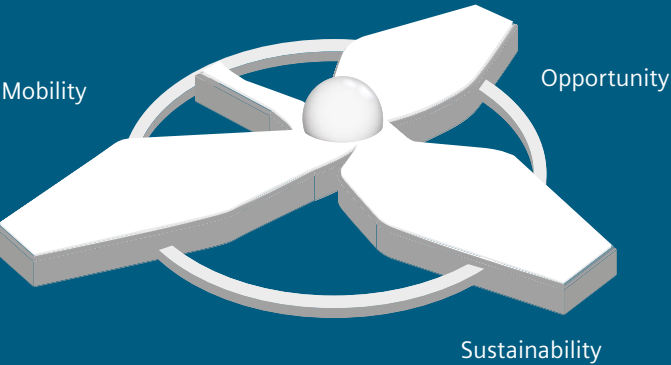


to attract

# 25 million visits



The Expo 2020 Dubai Masterplan includes 3 Thematic Districts:



Our long-term partnership will foster an impact well beyond 2021: we support the legacy strategy of Expo by making use of the buildings on site as the new home for our global logistics HQ and contribute to establishing District 2020 as an unparalleled hub for global business.



A painting competition was held amongst four schools in the UAE. 220 students shared their vision for Expo 2020 Dubai. Those paintings are now traveling the world and being showcased across various Siemens headquarters as part of an Expo Roadshow.

“The decision by Siemens to set up its global headquarters for logistics in Dubai is a vote of confidence for the strong viable legacy plan for the Expo 2020 site and also confirms the global role that Dubai plays as an international hub for business, the logistics, aviation and maritime industries.”

His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Expo 2020 Dubai Higher Committee



# Building bridges between the UAE and the world

New technologies build new bridges between the UAE and the world and create new growth opportunities, with the UAE serving as important gateway connecting people and ideas. Siemens engages with key UAE stakeholders in major events like Hannover Messe and the Belt and Road International Summit as they are catalysts for knowledge transfer and international cooperation and encourage co-creation.

## Belt and Road Initiative

The Belt and Road Initiative (BRI) is a development strategy adopted by the Chinese government involving infrastructure development and investments in countries in Europe, the Middle East, Asia and Africa. “Belt” refers to the overland routes for road and rail transportation, called “the Silk Road Economic Belt”; whereas “road” refers to the sea routes, or the 21st Century Maritime Silk Road. The BRI aims to reach out to the world, connect people and economies, and help societies prosper in multiple regions.

With the UAE’s strategic geographical position between east and west, companies in the country stand to be among the top beneficiaries of the BRI. The country is also home to the world’s busiest port outside of Asia, creating an important link for investment flowing from China to the rest of the world.

BRI is about infrastructure and bridge-building. It is about bridges connecting societies, economies and cultures but

also about bridges between the physical infrastructure and the digital world. Siemens is the number one infrastructure company when it comes to linking those worlds and being able to establish a digital ecosystem.

The UAE’s role as a leader in adopting digital technologies and its aspirations to build smart cities set it apart in the Middle East and create new opportunities within BRI. This, coupled with its strategic location as a trade link between east and west and its business hub status in the region, has the potential to make the UAE an outstanding winner in the BRI’s Digital Silk Road.

Siemens is proud to organize major events like the Belt and Road International Summit, as we connect multiple stakeholders of BRI, by providing innovative and digital technologies and we continue to support a successful, open and fair international collaboration. It is our vision to co-create a ‘digital silk road’.

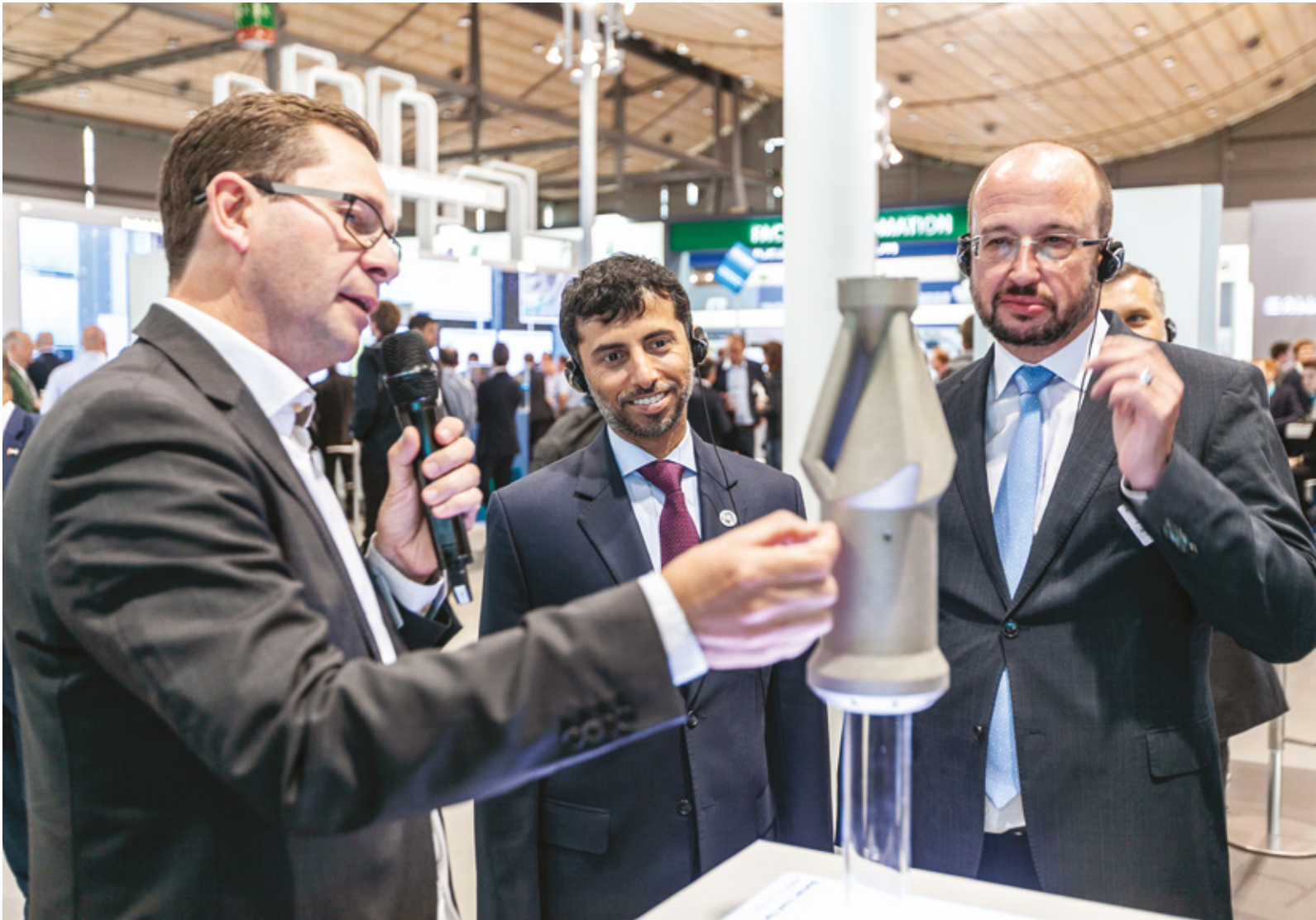


The Belt and Road International Summit 2018 took place in Beijing, China. It brought together 1,000 key stakeholders from 30 countries in the initiative, encouraged thought leadership exchange and paved the way to sharing know-how to boost collaboration between countries and regions.

## Hannover Messe

Digital technologies are driving a global paradigm shift across the entire value chain, from design and engineering to production, operations, maintenance and service. As the UAE intensifies its diversification efforts, Siemens sees huge potential for digitalization technologies in the country. As such, every year, Siemens invites key stakeholders and customers from the UAE to Hannover Messe, the world’s largest industrial trade fair in Hanover, Germany. Exhibiting at Hannover Messe’s largest booth, Siemens demonstrates its Digital Enterprise Portfolio; a suite of technology

designed to guide customers through the digital transformation and paving the way towards industrial digitalization. Siemens has been a technology partner to the UAE for more than four decades, and continues to support sustainable development with smart and innovative technologies for the digital age across the energy, infrastructure, healthcare and industrial sectors. Siemens is committed to ensuring that its UAE customers can fully leverage the benefits of Industry 4.0.



His Excellency Eng. Suhail Al Mazrouei, Minister of Energy and Industry in the United Arab Emirates, has been welcomed by Siemens at the world’s largest industrial trade fair in Hanover, Germany. Visiting the Siemens stand at Hannover Messe, Al Mazrouei experienced first-hand how digital technologies such as additive manufacturing and artificial intelligence will shape the future of the energy and oil and gas industries, and the role they will play in strengthening local business and value creation in the UAE.





Value-Adding  
Innovations



# Value-Adding Innovations

“No matter how many buildings, foundations, schools and hospitals we build, or how many bridges we raise, all these are material entities. The real spirit behind the progress is the human spirit, the able man with his intellect and capabilities.”

His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates



Innovation is central to our business and to meeting our customers’ needs. We help to provide clean energy and are developing new approaches to the provision of energy. We are leaders in supporting the transformation to a digital, knowledge-based economy and are engaged in programs and projects that support young people in building their skills for the digital age.

Our activities support efforts to achieve UN SDGs 7, 9 and 12 which focus on affordable and clean energy, industry innovation and infrastructure, and responsible consumption and production. In support of SDG 7, for example, which seeks access to affordable, clean and modern energy for all, our technologies are helping to deliver more efficient and cleaner supplies of energy for use in buildings, industry and transport.

7 AFFORDABLE AND CLEAN ENERGY

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

The UAE is promoting innovation, research and technology to create the foundation of a knowledge-based economy. Productivity and competitiveness will rival the finest in the world and substantial investment will be made in science, technology, research and development. The nation is working towards becoming one of the top 20 countries in the Global Innovation Index Ranking.

Innovation is central to this transformation. The UAE plans to triple its spending on research and development. The National Innovation Strategy, launched in 2014, provides a foundation for growth in diverse fields such as renewable energy, transport, education, health, technology, water and space.

The Smart Dubai initiative, which seeks to use digitalization to make Dubai the happiest city on earth, is already setting global benchmarks. By drawing on the 'Internet of things' to provide numerous city services, day-to-day operations and quality of life are improving.

The Industrial Strategy 2030, which aims to transform Dubai into “an international hub for knowledge-based innovation and sustainable industrial activities,” will also have a significant impact on Dubai’s economy.

It has the capacity to drive great change to the way our society operates.

The principal objectives within the Dubai Industrial Strategy 2030 align closely with our own business priorities. By pursuing initiatives that support value-added innovation, we can make a significant contribution to the strategy’s goals of increasing output and value from the manufacturing sector, enhancing the depth of knowledge and innovation, and making Dubai a preferred location for manufacturing businesses.

By doing so in a way that supports the natural environment, we can also contribute to the goal of promoting environmentally friendly and energy-efficient manufacturing.

The first phase of the UAE’s National Innovation Strategy has 30 initiatives, including investments in new legislation, incubators and international partnerships.



# Our Contribution

## Investing in ground-breaking technology

We are committed to nurturing innovation and providing locally developed value-adding solutions in the UAE. We invest in and provide ground-breaking technology.

Siemens reinvests more than 6% of its revenue globally in R&D to serve its customers with the most efficient and environment-friendly solutions.

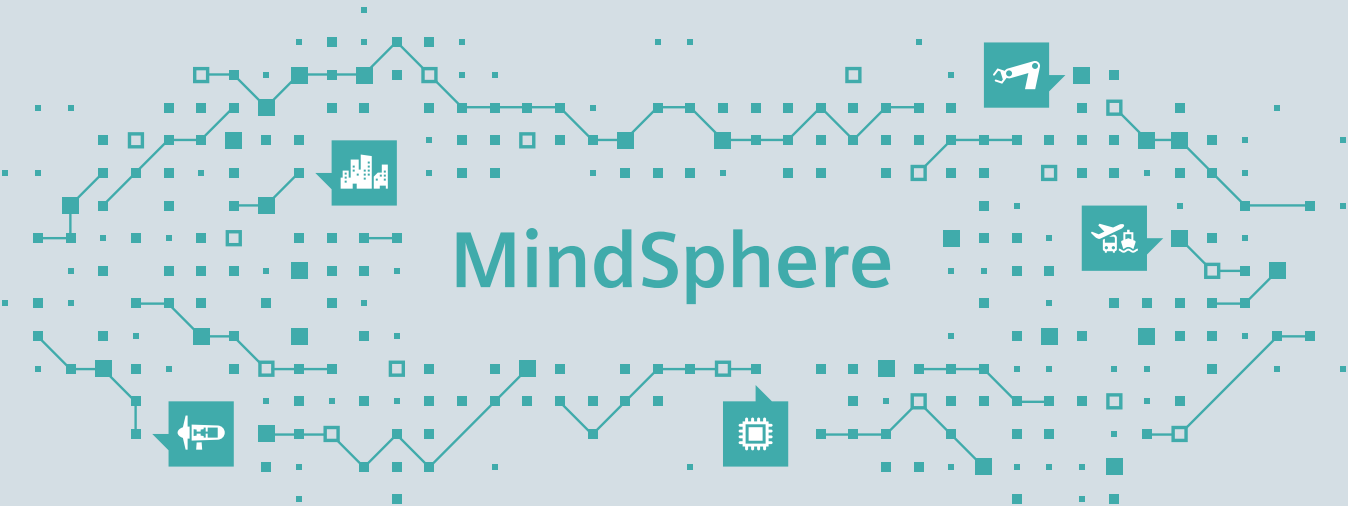
Mobility and smart cities are an important part of the future. Siemens embraces the UAE's strategy of making 25% of all journeys autonomous by 2030, enabling people mover systems across the country through cutting-edge technology.

## Helping to provide cleaner energy

Many of our technologies support cleaner and more efficient fuels. We have co-developed energy generation technologies with local energy partners, enabling the UAE to have 17% more electricity generation in less than 30 minutes during the summer peak hours. Our technologies are also helping to increase the energy efficiency of buildings. At the Dubai Airport Free Zone, for example, up to 40% of energy can be saved through our proven automation and optimization building technology and cloud-based analytics and management platform. Electricity and water costs have reduced substantially, even though new buildings have been brought online.

## Supporting the digital transformation

We are already harnessing the power of digitalization. Our technology uses 2 million data points to ensure that daily transportation, day-to-day comfort and resource efficiency are seamlessly enhanced in the UAE.



Siemens' cutting-edge MindSphere Application Centers bring together the country's brightest software developers in the 'Internet of things,' leading data analytics and machine learning in the region to support our customers' digital transformation.

We operate two MindSphere Applications Centers in the UAE: for postal, parcel and airport logistics; for oil, gas and petrochemicals; and for water and waste water. The centers help transform data into real value, enabling customers to digitalize their processes, with little or no experience required. Our goal is to open more of these centers in the Middle East in the years ahead.

Opening of the MindSphere Application Center in Dubai dedicated to postal, parcel and airport logistics.



We embrace the UAE's strategy of making

**25%** of all journeys autonomous by **2030**

**17%**  
more electricity generation

**30 min**  
in less than  
during the summer peak hours.



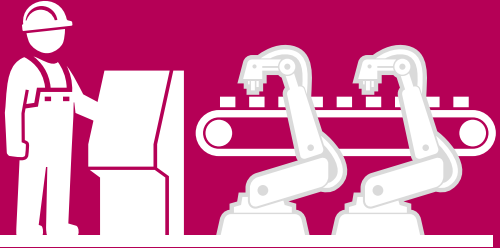
We employ more than 20 software developers in the UAE and our work enables 35% of the automation in UAE manufacturing facilities. Through our partnership with Strata Manufacturing and Etihad Airways Engineering, we rolled out the first 3D-printing solution in the Middle East to be used in aircraft.

This project makes a valuable contribution to the Dubai 3D Printing Strategy, launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum in 2016. This initiative aims to exploit technology for the service of humanity and promote the status of the UAE and Dubai as a leading hub of 3D printing technology by the year 2030.

Our technology enables

**35%**

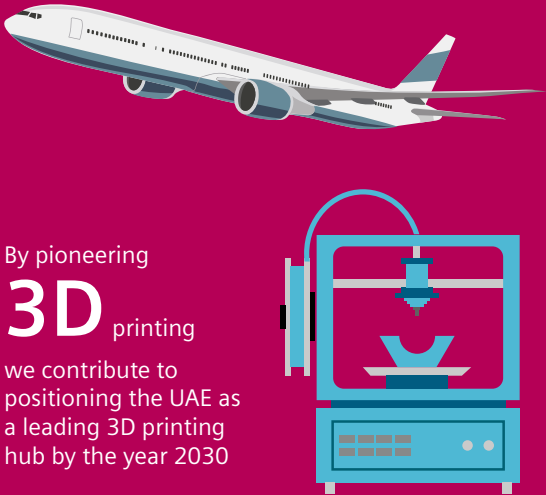
of the automation in UAE manufacturing facilities



By pioneering

**3D** printing

we contribute to positioning the UAE as a leading 3D printing hub by the year 2030



“As the UAE transitions to a competitive, knowledge economy, building the skills of the future among UAE nationals is a top priority. The software grant from Siemens is a significant contribution to enhancing local digital skills, as they become increasingly essential for the development of this country and the jobs of tomorrow. We extend our gratitude to Siemens, a trusted private sector partner of the Ministry of Education, for their generosity and commitment during the Year of Giving.”

His Excellency Dr. Ahmad Belhoul Al Falasi, the UAE’s Minister of State for Higher Education and Advanced Skills

# Supporting future digitalization: our PLM software grant

Siemens is committed to supporting the transfer of knowledge and expertise to students and young professionals in the UAE. In today’s rapidly transforming and digitalizing economy, we strive to advance digital skills in young UAE talent and to enable the country’s future through the acquisition of hands-on experience and exposure to the industries early on their academic journeys. In support of the UAE’s digital transformation, we have sought to equip the next generation with the skills and software they will need - granting our market-leading Product Lifecycle Management (PLM) software to five leading universities across the country. PLM is an information management system that can integrate data, processes, business systems and, ultimately, people in an extended environment. It allows state-of-the-art product design, simulation, analysis, manufacturing and product data management.

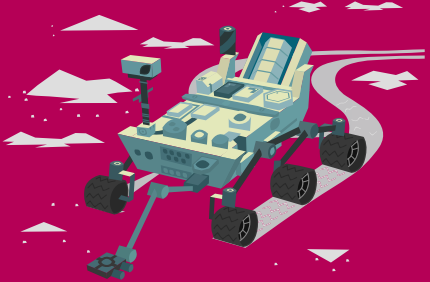
Following agreement of a Memorandum of Understanding with the UAE Ministry of Higher Education, Siemens delivered on its objective to bring digitalization into the daily work routines of the country’s brightest young minds, boosting digital skills and encouraging innovative solutions and out-of-the-box thinking. More than 3,850 students at the Rochester Institute of Technology, Khalifa University, Higher College of Technology, Zayed University and UAE University will benefit from the 425m AED PLM software grant.

The software provided is the same as Siemens provides to its commercial partners, giving students hands-on insight and helping them to kick-start their digital careers with knowledge of current technologies. Importantly, it also boosts their potential to drive the digitalization of tomorrow.

The power of

**PLM**

was tested on the Mars Rover Curiosity



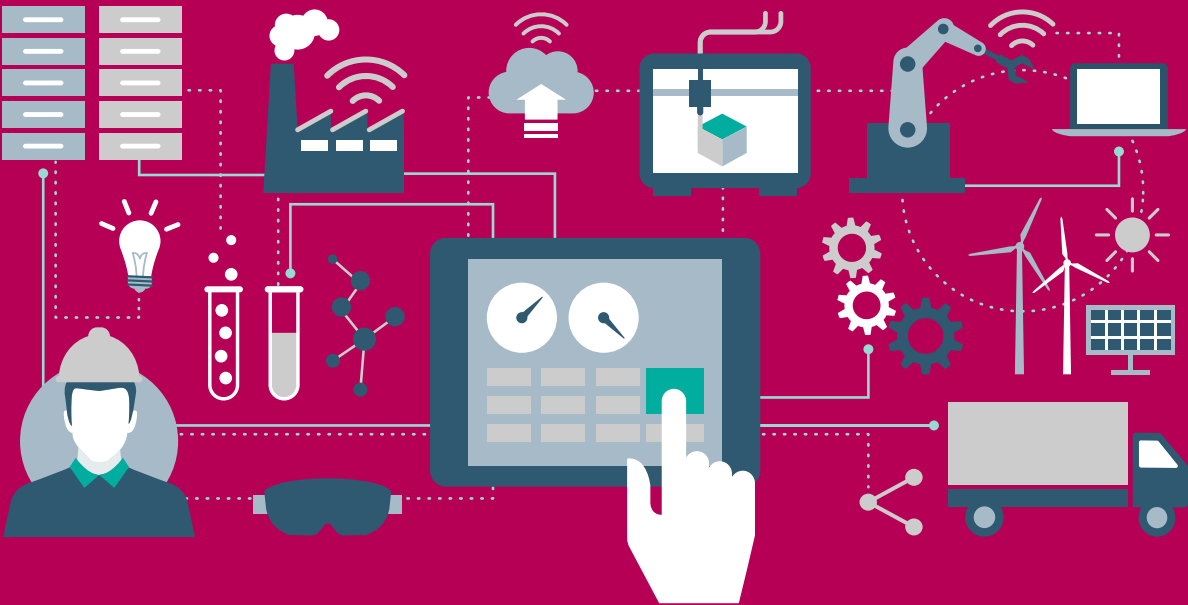




# In focus: GMIS

As a founding partner of the Global Manufacturing and Industrialization Summit (GMIS), we believe that developing a robust industrial sector is essential for strong, resilient, competitive, and well-diversified regional economies.

The Middle East has the potential to leapfrog the third industrial revolution and become a global leader in 'Industry 4.0,' and the digital enterprise is key to this transformation. We are committed to using digitalization in manufacturing to advance sustainable growth and contribute to a new era of local job creation, skill development, and knowledge transfer.



During the first GMIS held in Abu Dhabi in March 2017, Siemens demonstrated how digital technologies can drive a globally competitive industrial sector in the Middle East, harnessing the digital enterprise to develop high-tech manufacturing with shorter time to market, greater flexibility, and improved efficiency and quality.

The Digital Enterprise Suite from Siemens is a comprehensive portfolio of integrated software and automation systems covering all the requirements of 'Industry 4.0,' including Product Lifecycle Management (PLM), Totally Integrated Automation (TIA) and lifecycle and data analytics (MindSphere).

It enables manufacturing companies to digitalize and streamline their full business process, integrating suppliers and creating a digital representation of their entire value chain.

An example of the power of PLM is the Mars Rover Curiosity, which was designed and tested virtually, using Siemens PLM software before being sent to Mars. Siemens also focused on the potential of additive manufacturing, also known as 3D printing, to drive digitalized manufacturing in the Middle East.

The company's portfolio in 3D printing includes computer-aided design (CAD) software, control, automation and drive systems for additive manufacturing machinery, and the comprehensive digital modeling of all processes. The technology has revolutionized the manufacture of components and Siemens uses it to manufacture parts for industrial gas turbines and rail vehicles with faster design, production and delivery and rapid prototyping, manufacture and repair. In collaboration with Strata and Etihad, Siemens has conducted a pilot project in the UAE to produce the region's first 3D-printed part for aircraft interiors.



Siemens, Strata Manufacturing and Etihad Engineering presented the first certified 3D printed aircraft interior part in the region for Etihad Airways during GMIS.



“Strata is proud to facilitate the application of 3D printing technology in the aerospace field in the UAE for our national carrier Etihad, through our partnership with Siemens. Our goal is to deploy this technology on practical applications that will allow development of local knowledge building in various aspects of this technology that will lead to future innovations that can benefit the broader aerospace industry. The partnership echoes one of the key objectives of GMIS (the Global Manufacturing and Industrialization Summit) which is to harness the potential of collaboration in solving global problems and making manufacturing accessible to everyone everywhere.”

Badr Al Olama, Director of Aerospace at Mubadala Investment Company, Chairman of Strata, Head of the organising committee for the GMIS



Partnership signature between Siemens, Strata Manufacturing and Etihad Airways as the three companies agreed to work together to develop the first 3D-printed parts for aircraft interiors in the Middle East and North Africa.



Copyright: Dubai Future Foundation.  
The world's first office building produced by a 3D printer opened in Dubai. The 250-square-meter “Office of the Future” was built using a 3D printer measuring 20 feet high, 120 feet long and 40 feet wide, and erected near the Emirates Towers in Dubai. The building technology with access control and surveillance systems was provided by Siemens and is integrated into a central building management platform. The technology ensures low operating costs and reduced energy consumption.

“Our success comes from always putting customers’ needs first. We use innovative technology and flexible business models to ensure our customers can succeed in today’s rapidly-changing market conditions. Siemens is a partner they can rely on.”

Karim Amin, CEO Global Sales Power and Gas at Siemens





Improving  
Quality of Life



# Improving Quality of Life

“The first responsibility of a leader is to make his people happy and then to provide them with the required security, stability, comfort, progress and development.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai

Our technologies play a valuable role in providing services which are vital to people’s daily lives - whether that be through providing access to water and energy, or in supporting their mobility, or in contributing to their health and well-being.

These issues are of real importance to the UAE, where providing access to world-class healthcare is one of the six pillars of the National Agenda and in line with Vision 2021, and where prudent management of scarce water resources is essential for daily life.

Our actions in these fields contribute to UN SDGs 3 and 6, which seek good health and well-being, and clean water and sanitation.

3

GOOD HEALTH AND WELL-BEING

6

CLEAN WATER AND SANITATION



The UAE is embarking on a journey of empowerment at every level. It is dedicated to preserving the fabric of society while enhancing the quality of its people’s lives.

The nation is measuring its progress through ‘The Happiness Index.’ This composite indicator measures an individual’s assessment of their standard of living and satisfaction, including perceptions of income level, average healthy life expectancy, social support, generosity, absence of corruption and freedom of choice.

A comprehensive set of government policies, programs and services have been put in place to promote the virtues of a positive lifestyle in the community, including the appointment of a Minister of State for Happiness. Vision 2021 has set the goal to boost the UAE’s Happiness Index ranking to be amongst the top five countries in the world.

One of the many aspects of this ambition is being able to provide essential services which meet the needs of a growing population. This includes developing reliable power supplies and the provision of efficient and sustainable energy. It will also require state-of-the-art healthcare solutions that address the needs of all inhabitants.

Other measures such as education about lifestyle diseases, enhanced safety through efficient traffic management and infrastructure solutions will ensure that people have the potential to live healthy, happy, and secure lives.

The UAE aspires to be ranked number one globally for infrastructure quality and seeks to promote a high standard of living.



# Our Contribution

## Powering people’s lives - safely and cleanly

We help to provide the power that people need, in a way that is safe and efficient and supports environmental goals. We light up cities, supplying more than 40% of the UAE’s power generation capacity. With 70% of energy in the region being used for cooling during the summer months and people spending around 90% of their lives in buildings, Siemens smart building technologies have the potential to reduce the cooling required by 40%.

## Protecting resources

We recognize that water is a precious resource. Our technology enables the delivery of 75% of the UAE’s daily water supply, ensuring that needs are met, even in the desert. We have installed 10 major water pumping stations and four major water transmission pipelines in the UAE.

## Supporting efficient and safe mobility

We also contribute to intelligent transport and mobility, making roads safer and more effective, through our intelligent transport and mobility solutions: 1,200 controllers and 10,000 sensors play a part in making this possible. Together with our local partners, we hold the highest market share of urban traffic control in Dubai as well as in Abu Dhabi. We are therefore the market leader for urban traffic control in the UAE.

## Supporting healthy lifestyles

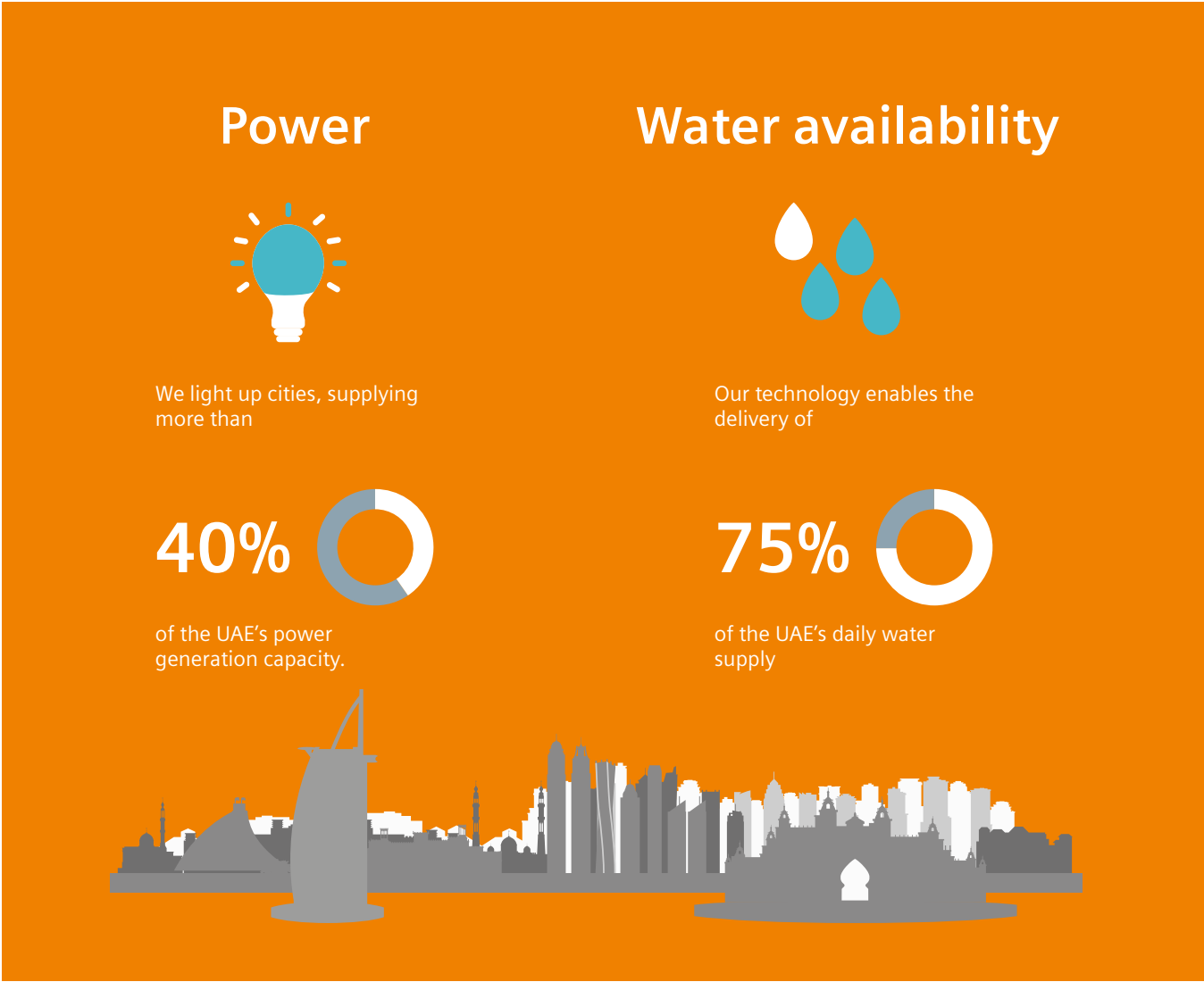
We contribute to keeping the UAE healthy: Siemens Healthineers equipment facilitates over 600 medical decisions per hour, supplying hospitals and clinics with diagnostic equipment.



“The biggest challenge was that the Middle East did not have access to insulin crystals as a raw material. Siemens was an obvious choice as a partner and their proven track record of setting global standards and their quality process, product and services are unbeatable. We were quickly able to address what was an already growing problem in the region by providing a product that was locally made. At the end of the day it’s about making life better for everyone.”

Essam Hammad, Senior Director, Technical Operations- Biotechnology Julphar Gulf Pharmaceutical Industries

Siemens technology also enables Julphar to locally produce of up to 40 million vials of affordable insulin per year - helping to tackle lifestyle diseases such as diabetes and giving patients in the UAE access to locally-produced and high-quality treatment when they need it.





# The Connected Solar Clinic responding to Jordan’s humanitarian crisis

The massive influx of Syrian refugees into Jordan has created huge political, economic and social challenges for the Jordanian government. One aspect of this humanitarian challenge has been the strain the influx of refugees has placed on the local health sector.

According to UNHCR, almost 700,000 refugees live in Jordan today, many of whom reside in the region of Mafrq. This increase in Mafrq’s inhabitants, who often have limited access to healthcare and live in conditions of extreme hardship, has put considerable strain on the local medical infrastructure. This has made it essential to establish additional facilities with modern medical equipment, to serve both the refugee population and the local community.

In response, Siemens, with its project implementation partner SOLARKIOSK, have established a ‘connected solar clinic.’ The clinic, based on an award-winning design, is equipped with high-quality medical diagnostic and treatment equipment, including an ultrasound and a hematology laboratory.

It can treat up to 75 patients per day and up to 20,000 patients per year. The clinic is entirely autonomous from the electrical grid and powers a range of medical devices.

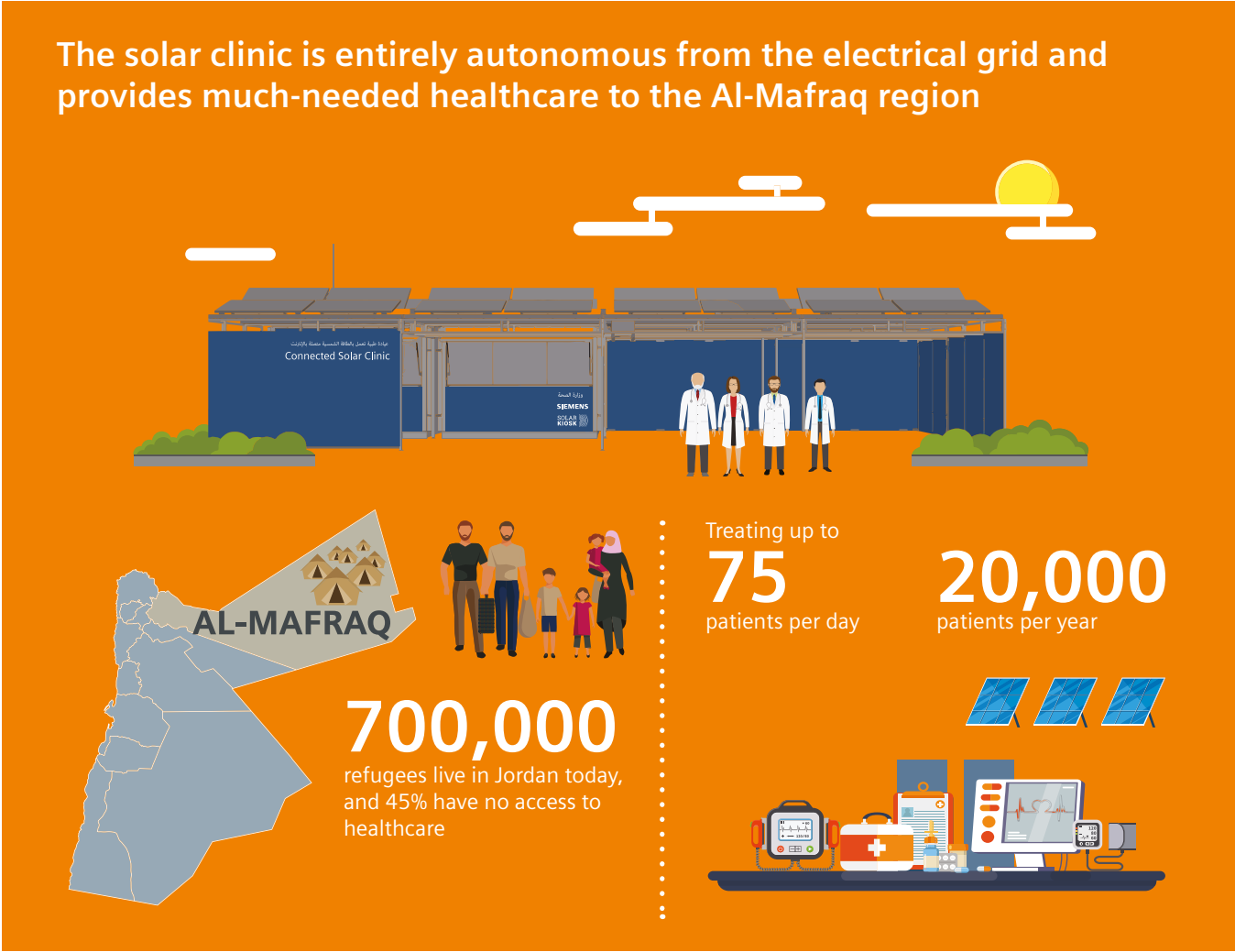
The solar energy that powers the clinic also supports broadband connectivity, linking it to the digital health platform of the Jordanian Ministry of Health. The clinic enables multiple functionalities which are crucial in humanitarian crises: access to energy, healthcare, and connectivity.

This initiative has made a positive contribution to improving people’s lives in the region and it embodies how we can bring “Ingenuity for Life” to people in the most difficult of circumstances.

We believe in inspiring other companies in the region to take steps to alleviate the plight of Syrian refugees.



The connected solar clinic project was led by a team based in the UAE, and supported by colleagues in Jordan and in Germany.



## The Emirates Red Crescent and Siemens signed a Memorandum of Understating to support the health sector in Yemen



Siemens will support the ERC’s humanitarian and development initiatives, especially in the health sector, and will fund the establishment of a medical clinic and supply it with the required medical equipment.



# Ensuring uninterrupted gas supplies to major Abu Dhabi industries and the UAE’s Northern Emirates with Taweelah Gas Compression Plant

The plant will utilize up to 450 mmscfd of sales gas, delivered to the facility by ADNOC Gas Processing’s recently installed Maqta-Taweelah pipeline, and comprises three compression trains, each with a processing capacity of 225 mmscfd.

Siemens received the order for the Taweelah Gas Compression Plant in 2016. The contract included establishing a complete onshore compressor plant, supplying three electric variable frequency drives, three Siemens’ Dresser-Rand DATUM compressors, an associated 33 kV electrical substation, 10 km 33kV cable corridor, 4km of pipelines for sales gas suction and discharge, control building, auxiliary equipment and systems, utilities, flare tower, safety and control systems as well as facility design, construction, and commissioning.

Siemens and ADNOC took the challenge to build the complete turnkey plant in record time, achieving gas-in in only 16 months from FEED to commercial operations. This remarkable achievement highlights our strong commitment to participate in ADNOC’s ambitious growth plans as a trusted technology partner.

Prior to the inauguration of the Taweelah Gas Compression Plant, Abu Dhabi’s Supreme Petroleum Council approved ADNOC’s new integrated gas strategy, which will enable the UAE to achieve gas self-sufficiency, with the aim of potentially transitioning to a net gas exporter.

“The Taweelah Gas Compression Plant supports the nation’s increasing demand for energy and will play a critical role in the UAE’s drive towards economic diversification by supporting major industrial users. It effectively expands the national gas infrastructure for the efficient delivery of gas within the country. This allows ADNOC to better service its customers throughout the UAE and to implement one of our key strategic imperatives which is to provide a sustainable supply of gas.”

His Excellency Dr. Sultan Ahmed Al Jaber, UAE Minister of State and ADNOC Group CEO







Developing local  
jobs and skills



# Developing local jobs and skills

“Wealth is not money. Wealth lies in men. This is where true power lies, the power we value. This is what has convinced us to direct all our resources to build the individual, and to use the wealth which God has provided us in the service of the nation.”

The late Sheikh Zayed Bin Sultan Al Nahyan, founding father of the UAE

Our efforts, outlined below, align closely with UN SDGs 4, 5 and 8, which seek quality education, gender equality, and the promotion of decent work and economic growth.

For example, we fully support the UAE government’s steps towards becoming a regional leader for gender equality - which are at the core of SDG 5. At Siemens, we seek to provide women with progressive career opportunities and proper representation across our business.

4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



The UAE recognizes that its people are its greatest asset. In the words of His Highness the late Sheikh Zayed bin Sultan Al Nahyan, the founding father of the UAE, “There is no glory without the glory of the country and its citizens...” and the nation is fully committed to developing its human capital.

A diversified and flexible knowledge-based economy, powered by skilled Emiratis and strengthened by world-class talent, is key to achieving the UAE’s vision. Developing human capital will also involve encouraging entrepreneurship and nurturing leaders and captains of industry.

Harnessing the full potential of human capital includes developing an equal opportunity, first-rate education system which can lead to a highly-skilled labor force.

By 2021, Emiratization will increase tenfold, females will be empowered to serve their country across a spectrum of industries, and knowledge workers, those that thrive on innovation and creativity, will step forward to forge the future of the UAE.

Vocational training, youth development and educational programs are a core part of Siemens’ business to society activities in the UAE.



UAE’s Vision 2021 aims to maximize Emiratis’ economic participation, encourage entrepreneurship, and nurture leaders and talent.



The 44th WorldSkills Competition was held in Abu Dhabi. 1,300 young specialists from 60 countries and regions competed for the World Championship title in 51 vocational disciplines. Competitors used automation technology, advice and practical assistance from Siemens, the event’s strategic sponsor. Siemens is proud to enable knowledge transfer and to support the development of a local technical talent pool.



# Our Contribution

We share the UAE’s vision to develop a highly-skilled, productive workforce to promote economic prosperity.

## Providing and investing in employment

We directly employ 2,700 people and enable approximately 16,200 jobs in the UAE. For every Siemens job in the region, five further jobs are enabled. Our engagement in the region serves as an amplifier for local business with over 800 local SME suppliers. Our workforce is highly skilled; some 67% of our employees hold a university degree and most of our workforce comprises engineers, technical service people, project managers, and finance professionals.



We invest more than €735 per employee a year in training and education. Developing local capability also includes partnerships with several academic institutions. We work with Abu Dhabi Polytechnic through the Siemens Mechatronic Systems Certification Program (SMSCP) to certify instructors and develop Emirati talent. In addition, our Memorandum of Understanding with the Abu Dhabi Vocational and Training Institute enables us to develop vocational training students.



## Empowering youth

We also support the UAE’s vision of empowering young Emiratis to make a valuable contribution to their nation’s growth through knowledge and innovation.

We believe in young talent – over one-third of our employees are younger than 35. We support several initiatives that give opportunity to young people, such as the Youth Ambassadors Program, which aims to prepare young Emiratis for leadership positions in the future. Students have also gained valuable experience through visits to Siemens Corporate Technology in Munich and the Berlin gas turbine factory.

Building on our partnership with the United Arab Emirates Ministry of Education, Siemens commits to adding value to the transfer of knowledge and expertise to students and young professionals in the UAE through various trainings provided at our partner universities and internship opportunities at Siemens.

Since 2015, more than 150 young Emiratis gained new skill-sets and international experiences via various Siemens training and education programs. In the UAE, Siemens takes roughly 40 interns every year from all over the world.

We are fully aware that innovation needs young and fresh minds. We have therefore forged partnerships with national universities and contribute to research and development activities at five national universities through a substantial software grant worth over 425m AED and associated training for more than 3,850 students. We believe that the next generation of engineers needs to work with the latest technology and equipment today to drive innovative change tomorrow.

We therefore partner with universities across the UAE in providing hands-on mechatronic certification programs - Siemens Mechatronics System Certification Program.





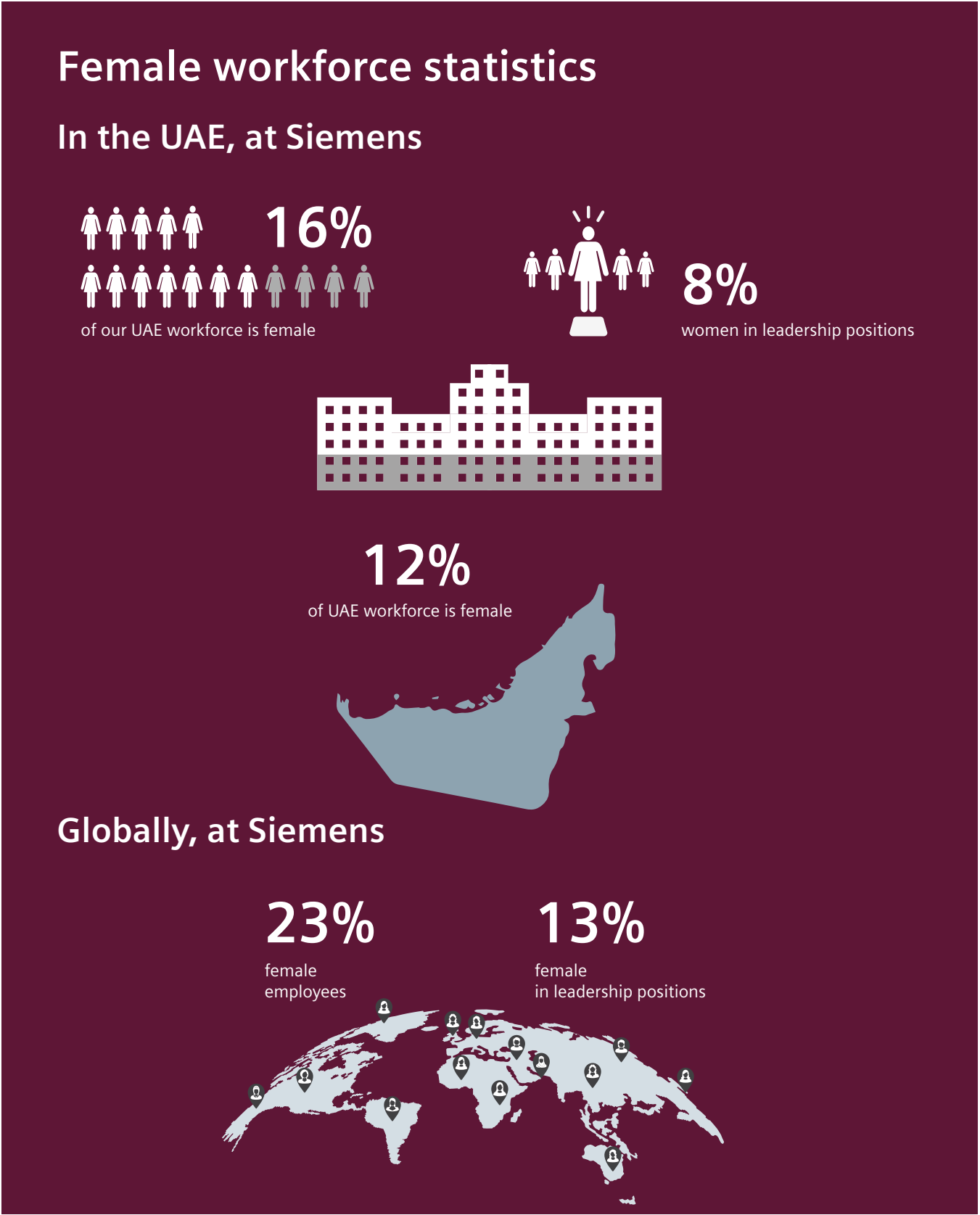
Supporting female empowerment

At present, 16% of our UAE workforce is female compared to just over 12% in the rest of the UAE private sector. We are working to increase the proportion of women in leadership positions, which currently stands at 8%. While this is a part success, Siemens aims to close the gap to global averages of 23% female employees and 13% in management positions.

Supporting Emiratization

We are proactively seeking to employ young Emiratis in pursuing our long defined internal strategic objective of increasing the share of local employees to 5%.

Over the past few years, the number of Emiratis at Siemens has been growing.



Employee insights:  
Nada Al Awadhi

I am a product life cycle manager in medium voltage and systems. I am from Abu Dhabi and I did my master's degree in electrical engineering. Before joining Siemens, I worked in the oil and gas industry.

• **How has the Siemens journey been so far?**  
I joined the Siemens graduate program where I rotated through different business units and roles. I started with digital grid as a power consultant, before moving to Germany for seven months. Here, I joined the vertical sales team and gained global insight into this field of work.

• **What was it like spending seven months in Erlangen in Germany, the heart of energy management at Siemens?**  
It was very interesting to see the global perspective and experience first-hand some of the differences between operating in the region and then from headquarters and seeing the daily challenges you face.

• **Did you notice any differences between energy management in the Middle East and the HQ?**  
It was interesting to experience what we always hear about as the "Siemens culture." We do have a sense of the Siemens culture here in the region, but we somehow seem to be a little bit distant. It was very vivid and alive in headquarters and great to experience first-hand. We have so many different backgrounds and cultures here in the region, that we tend to be a little bit different.

• **What has your experience been working as a woman in Siemens?**  
Female empowerment is one of the main pillars our society was built on. It was ensured by the late Sheikh Zayed when he established the country, leaving a legacy behind that we take pride in preserving. Being part of Siemens has given me the opportunity to add new dimensions to my career. As an Emirati woman, I highly value the international exposure Siemens has provided me. It has been, and continues to be, an exciting journey. I have felt empowered all along.





Sustaining the  
environment



# Sustaining the environment

“We cherish our environment because it is an integral part of our country, our history and our heritage. On land and in the sea, our forefathers lived and survived in this environment. They were able to do so only because they recognized the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations.”

The late Sheikh Zayed bin Sultan Al Nahyan, the founding father of the UAE



## Commitment to the SDGs

In seeking to reduce carbon emissions and by implementing energy efficiency projects, we are closely aligned with the goals of SDG 13 on climate action. In line with the government, we recognize the seriousness of the impact of climate change, but also see it as an opportunity for continued partnership and innovation to tackle the challenges it creates.

Many of our initiatives are having an impact in urban environments, contributing to the UN goal to develop more sustainable cities and communities (SDG 11).

Our technologies also support more efficient energy use by consumers, linked to SDG 12 on responsible consumption and production.





The UAE is committed to playing its part in developing and implementing innovative solutions to protect and sustain the natural environment.

The UAE is committed to ensuring future generations inherit an environmentally sustainable world. It is dedicated to improving the quality of air, preserving water resources, increasing the contribution of clean energy, and nurturing energy efficient technologies.

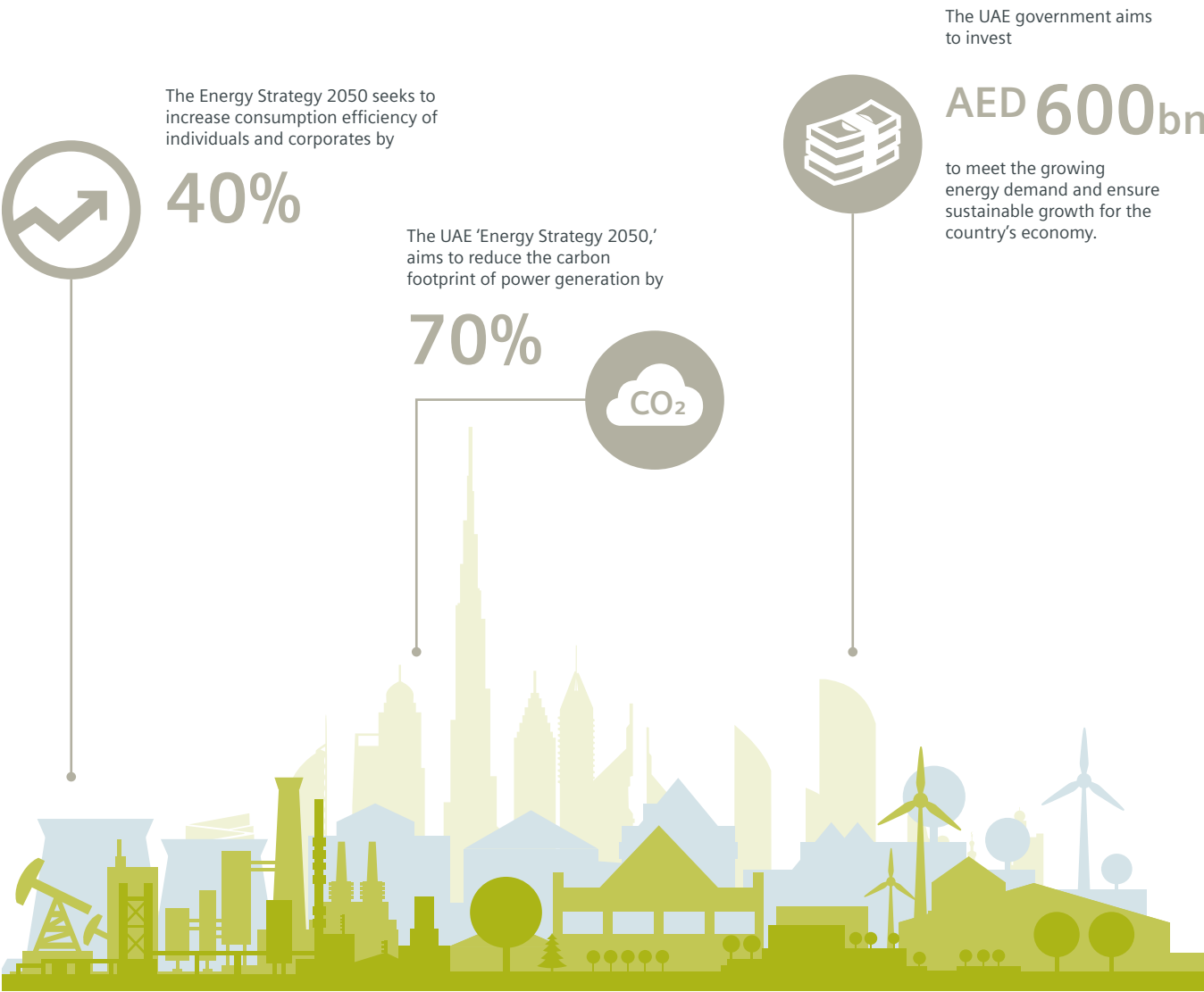
New policies are seeking to make the country more efficient in its resource and energy use. The UAE Energy Strategy 2050, launched in 2017, aims to increase the contribution of clean energy in the total energy mix from 25% to 50 % by 2050 and reduce the carbon footprint of power generation by 70%.

The government is also supporting environmental awareness and responsible behavior among Emiratis and residents.

The Energy Strategy 2050 seeks to increase consumption efficiency of individuals and corporates by 40%. This reflects the nation’s commitment to establishing a sustainable model in energy conservation, supporting economic growth in a manner that minimizes the impact on the environment and natural resources.

These approaches are not only contributing to improvements in the way we manage our impact on the environment. They also make economic sense: saving money on resource use and fostering greater efficiency and stimulating innovation.

The UAE government aims to invest 600 billion AED by 2050 to meet the growing energy demand and ensure sustainable growth for the country’s economy.



Our Contribution

We recognize the need to protect the natural environment, which is one of the most significant challenges we all face – now and in the future.

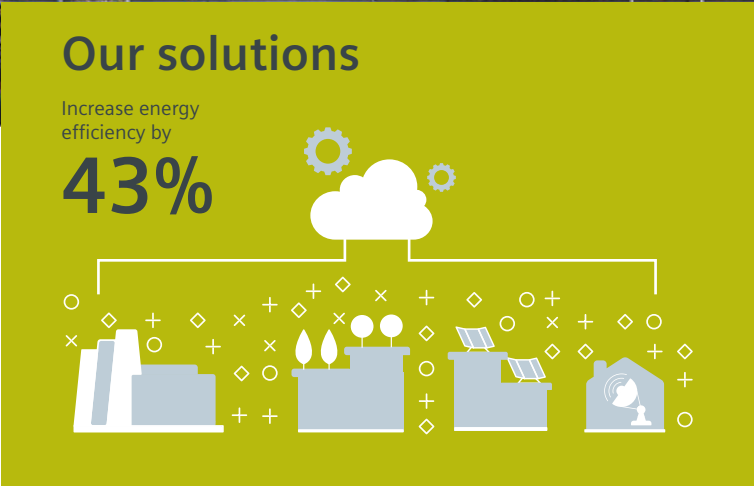
Implementing energy efficient technologies

Siemens helps increase energy efficiency by up to 43% through automated building technologies and built-in cloud-based analytics and management. These technologies facilitate energy conservation through energy monitoring and building optimization.

Energy efficient Siemens solutions have reduced the UAE’s total CO2 emissions by 4.76 million metric tons, equivalent to approximately 1.7% of the UAE’s total annual emissions. Our efforts have also contributed to reductions of NOx emissions of approximately 15%.



The Siemens headquarters in Masdar City is 55% more energy efficient and saves 47% more water than standard offices in the region.



Reducing our own carbon emissions

We are taking initiatives at the global and local level to support environmental ambition. Siemens is investing more than 400m AED until 2020 to reduce its own carbon emissions, reiterating its ambition of becoming the world’s first CO2 neutral industrial company by 2030. Siemens is on track to achieve this goal, as highlighted by the Carbon Clean 200 Index, where Siemens has ranked number one.

At a local level, the Siemens headquarters in Masdar City is 55% more energy efficient and saves 47% more water than standard offices in the region. The Masdar headquarters was the first LEED (Leadership in Energy and Environmental Design) Platinum certified building in Abu Dhabi, and during its construction, we supported the local economy by using locally sourced materials where possible.



Meeting consumer demand responsibly

Sustainable cooling is an important dimension of meeting consumer demand in an environmentally-sustainable way. Installations of our state-of-the-art technology have generated up to 40% more efficiency for water-cooled chiller systems, with a more than 30% decrease in utility costs per annum. As a result, shopping in the heat can be a reassuringly cool experience.

Supporting renewable energy systems

In line with national ambitions to reduce greenhouse gas emissions, and promote economic diversification, we also support renewable energy systems. Siemens has been the UAE's partner of choice in developing the region's first solar-driven hydrogen electrolysis facility, working towards a secure supply of sustainable energy and contributing to the country's target of a 50% contribution from cleaner energy within the total energy mix by 2050.

Cooling more sustainably

Our water-cooled chiller systems can

cut annual utility costs  
by more than  
30%



We support the UAE's sustainable energy targets:

50%

contribution from cleaner energy by 2050



Siemens employees participating in EMEG Sanctuary's beach clean for World Environment Day together with the Expo 2020 Dubai team.



Energy efficiency achievements

Dubai International is the world’s busiest airport for international travel. Nearly 90 million passengers pass through the airport’s terminals every year.

To ensure the comfort of each passenger and to meet the goals of Dubai Airports’ energy-saving strategy and program, Dubai International will use Siemens’ data analytics and smart building technology to guarantee annual energy savings of 20% per year.

“Sustainability underpins our facility management strategy and energy and water savings have the double benefit of limiting our environmental footprint and improving our bottom line. As longstanding partners, Siemens understands our business, our systems and has the expertise and technology needed to help us deliver our vision.”

Michael Ibbitson, Executive Vice President, Infrastructure & Technology at Dubai Airports



Dubai International will use Siemens’ data analytics and smart building technology to guarantee annual energy savings of 20% per year.



# Green hydrogen

Siemens, in co-operation with DEWA and Expo 2020 Dubai, have taken the first steps to develop a green hydrogen economy in the UAE. The three parties signed a Memorandum of Understanding (MoU) to kick-off a pilot project for the region's first solar-driven hydrogen electrolysis facility.

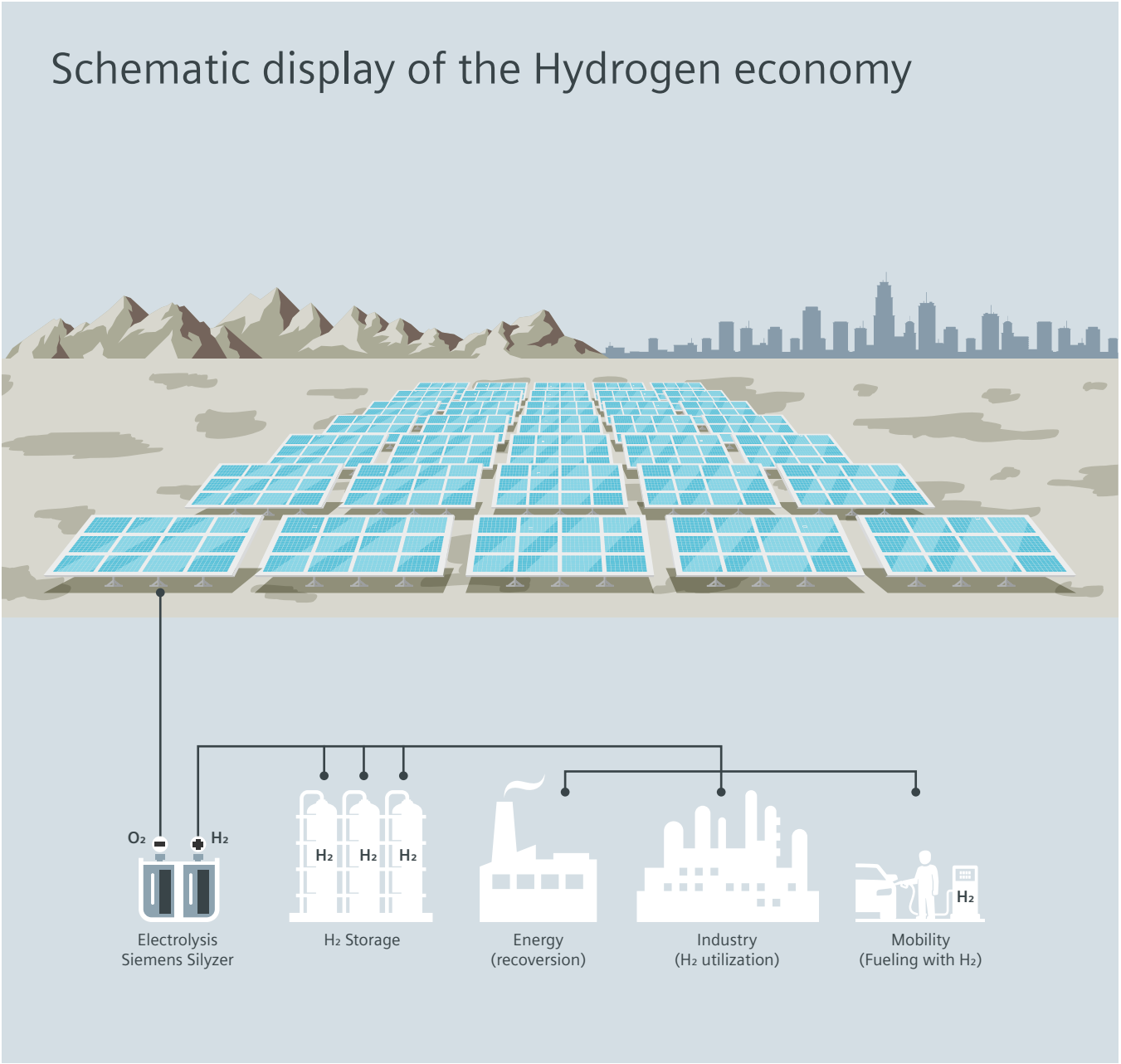
Planned to be located at DEWA's outdoor testing facilities at the Mohammed bin Rashid Al Maktoum Solar Park in Dubai, the project would aim to test and showcase an integrated megawatt-scale plant to produce hydrogen using renewable energy from solar photovoltaic panels at the Solar Park, store the gas, and then deploy it for either re-electrification, transportation, or other industrial uses.

The use of hydrogen technologies has the potential to accelerate renewable energy integration and deployment in the region and pave the way for the transition to a sustainable and green economy in the UAE.

This project will not only result in the development of the region's first solar-driven hydrogen electrolysis facility but is an example of what can be achieved through collaboration between Expo 2020 Dubai and its partners, truly embodying World Expo's theme of "Connecting Minds, Creating the Future."

Visitors to Expo 2020 Dubai will be able to visit the key facilities at the Solar Park. Live data from the green hydrogen electrolysis will be displayed at Expo 2020 Dubai.

## Schematic display of the Hydrogen economy



Siemens, DEWA and Expo 2020 Dubai to boost renewables with green hydrogen tech in UAE. During the 6th edition of the World Government Summit, HE Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General, Dubai Expo 2020 Bureau, HE Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA), and Joe Kaeser, President and CEO of Siemens, have signed a Memorandum of Understanding (MoU) to kick-off a pilot project for the region's first solar-driven hydrogen electrolysis facility at DEWA's outdoor testing facilities at the Mohammed bin Rashid Al Maktoum Solar Park in Dubai.

“The MoU is in line with the vision of the Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, to increase the share of Dubai’s total power output from clean energy sources to 75% by 2050 through the Dubai Clean Energy Strategy 2050.”

Saeed Mohammed Al Tayar, MD and CEO of Dubai Electricity and Water Authority, DEWA



An aerial photograph of the Dubai skyline at sunset. The sun is low on the left, casting a warm orange glow over the city. The Burj Khalifa is the tallest building on the right. Other skyscrapers are visible in the center and left. A blue rectangular box is in the bottom right corner.

Supporting  
Transformation



# Supporting Transformation

“We are building a new reality for our people, a new future for our children, and a new model of development.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai

The UAE is turning its vision into reality for over 200 cultures. The UAE is supporting transformation in a myriad of ways which will benefit the many different cultures who live and work together across the nation. Inspired by the Founding Fathers’ values of openness, coexistence and understanding, the country is committed to safety, security and prosperity for all. The transformation heralds the next stage of the UAE’s journey of empowerment.

It will leave future generations a legacy defined by prosperity, security, stability and a life filled with dignity and respect. Supporting such a transformation involves embracing innovation, technology and entrepreneurship, forming the foundations of a knowledge-based economy. It celebrates the traditions of the UAE’s rich heritage, while opening doors to mutual understanding, diversity, and tolerance.

Pursuing economic and social transformation requires an inspirational vision of the future, coupled with the practical ingenuity to move in the desired direction. Paradoxically, it also requires understanding the past, and having respect for the traditions and cultures which already exist as these provide the foundation for new developments.

At Siemens, we work in a way which supports cultural diversity, prioritizes safety and security and manages risk. In this, our work supports the UN SDGs which seek to build an equitable society and strong reliable institutions. SDG 16, for example, which supports peace, justice and strong institutions, aligns closely with the UAE’s efforts to be a model for cross-culturalism and social harmony. These are aspirations which we fully support and take steps to embody in the way we do business.

The UAE recognizes the role it can play in protecting the region’s rich cultural heritage.

10

REDUCED INEQUALITIES

16

PEACE, JUSTICE AND STRONG INSTITUTIONS

17

PARTNERSHIPS FOR THE GOALS





# Our Contribution

Tradition and transformational digitalization can go hand in hand, creating a legacy for future generations. For instance, our building technologies in the UAE’s spectacular Sheikh Zayed Mosque enable a comfortable environment that enhances the joys of tradition.

## Supporting cultural diversity

Cultural diversity is important to our business, just as it is to the country as a whole. Inspired by the UAE’s culture of co-existence, we employ people with more than 90 different nationalities in our local offices.

## Behaving ethically

We recognize the value of working in and contributing to an ethical business environment. We believe ethical business is good business: we contributed 3m AED to the Pearl Initiative Program, supporting corruption prevention.

Siemens is a proud foundation partner of the inaugural Global Manufacturing and Industrialization Summit (GMIS) in Abu Dhabi – creating a lasting forum for dialogue and exchange with UAE stakeholders on the value, challenges and transforming potential of digital enterprises.

We employ

90+

different nationalities  
in our local offices.



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We are a proud foundation partner of

GMIS

Global Manufacturing &  
Industrialisation Summit





Putting safety first

Safety is of vital importance both at work and in the community. We enable our customers to put safety first: every month we provide more than 30 health and safety training events to more than 2,500 of our partners’ employees in accident prevention. We also support national and individual security. Local law enforcement and our state-of-the-art security technology work hand in hand, supporting the UAE’s position within the top 10 countries for reliability and police services.

Managing risk

We are vigilant about current and emerging risks, such as cyber security. Contributing approximately 30% of national GDP, the oil industry is critical for the well-being of the country; its protection enjoys highest priority when half of all cyber-attacks in the region are targeting oil and gas infrastructure. Siemens’ integrated technology closes points of vantage for hackers where informational and operational technology meet, enhancing overall system security.

“Siemens is a global technology leader and a long-standing partner of the United Arab Emirates. This partnership has continued to flourish and is underpinned by Siemens’ deep understanding of the trends shaping today’s global energy transformation.”

Mohamed Jameel Al Ramahi, Chief Executive Officer of Masdar

We provide

30+



health



safety

training events to

2,500+

of our partners’ employees







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