

Published by and copyright © 2017:
Siemens LLC
Siemens Building
Unit No. B-05, Masdar City
P.O. Box 47015, Abu Dhabi, UAE
Tel: +971 2 616 5100
Fax: +971 2 639 3444

Siemens LLC
The Galleries, Building 2
Downtown Jebel Ali
P.O. Box 2154, Dubai, UAE
Tel: +971 4 366 0000
Fax: +971 4 366 0500



siemens_me



siemens_me

For more information, please contact our
regional Customer Support Center.
E-mail: communications.ae@siemens.com

All rights reserved.
Trademarks mentioned in this document
are the property of Siemens AG, its affiliates,
or their respective owners.

Subject to change without prior notice.
The information in this document contains
general descriptions of the technical options
available, which may not apply in all cases.
The required technical options should therefore
be specified in the contract.

SIEMENS
Ingenuity for life

**In the UAE,
for the UAE**
Making real what matters

siemens.ae



Business to Society in the UAE

*“Making real what matters to future generations is
what we strive for.”*

Dietmar Siersdorfer, CEO of Siemens Middle East & UAE

Who we are	1
What matters to the UAE	3
Siemens value map	5
Driving the economy	7
Developing local jobs and skills	11
Value-adding innovations	15
Improving quality of life	19
Sustaining the environment	23
Supporting transformation	27

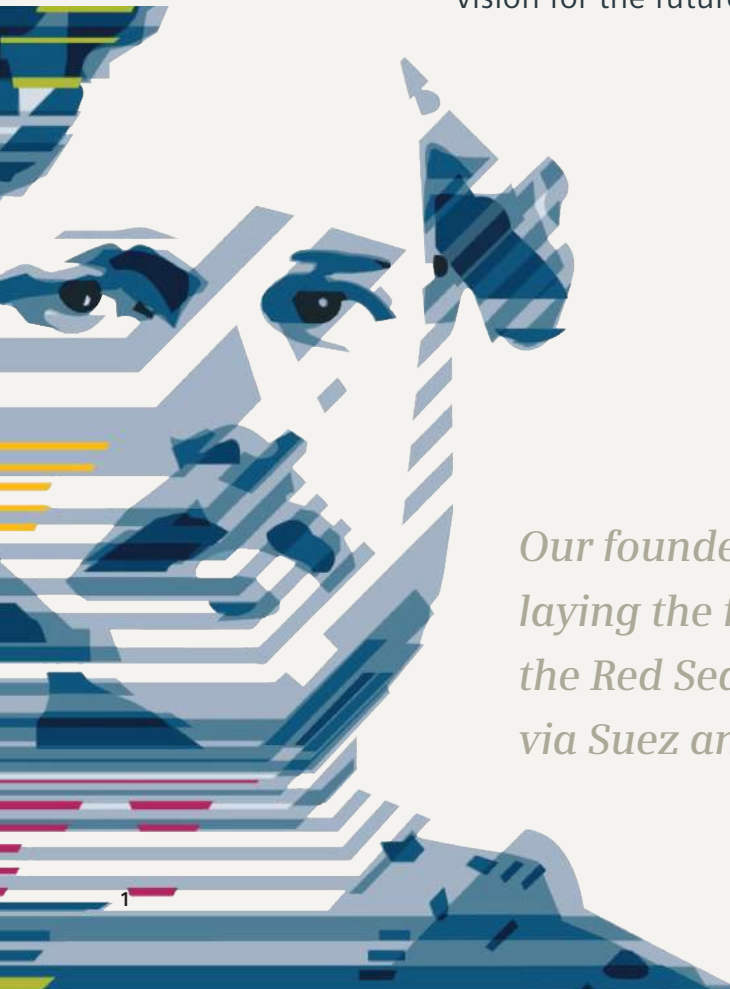
Who we are

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

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 and visionary journey.

As the UAE approaches its 50th anniversary, our presence and commitment continues to grow in alignment with the UAE's vision for the future.



Our founder, Werner von Siemens completed laying the first submarine telegraph cable in the Red Sea to link Europe and Western India via Suez and Aden in 1859

Our approach

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 as a whole.

We believe the purpose of our company is to contribute to the well-being of society and to impact positively 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.

We recognized that only by carefully considering what is important to the government and to the people of the UAE, we can really evaluate our success as a company.

To do so, we assessed our value to the UAE's society from an outside-in perspective. We started by identifying what matters to the government and citizens of the UAE in terms of economic growth, development of human capital, innovation, environmental protection, quality of life and transformation of a society. During this process, we also called upon renowned global consultants to objectively evaluate our contribution.

We make real what matters to the UAE

To understand the UAE's priorities meant digging for new data, having deeper conversations and discovering new sources of information. It meant identifying what is important to the UAE.

Our journey involved not only reading, but analyzing and contemplating visionary documents that chart the way forward for the UAE. These included UAE Vision 2021, Abu Dhabi Economic Vision 2030, Dubai Plan 2021 and the UAE's National Innovation Strategy and Dubai Industrial Strategy 2030.

This process reminded us of our role in working with society, for society. It highlighted the complexity of our relationship with the people of the UAE, its government, and our customers and suppliers. Most of all, it taught us how we can equitably measure our impact on the most vital issues, and in doing so impact each and every stakeholder.

A better partner

Traveling this road of enquiry empowered us to become a better partner to the UAE. It made real to us what matters to the UAE. Moreover, it strengthened our resolve to be there every step of the way.

As the UAE continues its visionary journey, we are more than ever committed to improving the quality of everyday life and helping the nation prosper. Ultimately this is of value to you, to us and to the people of the UAE.

What matters to the UAE?

The UAE is a nation led by forward-thinking leaders. In little more than four decades, it has defined itself as one of the highest ranking developed countries in the world.

Its 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.



Driving the economy

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

Economic diversification, entrepreneurship and innovation will create the optimal environment for driving the economy. The UAE’s potential as a pivotal hub for global business is further enhanced by the nation’s strategic geographic position as a crossroads between East and West.

Breathing new life into the economy has led to a concerted diversification strategy. Revenue streams such as heavy industry, logistics, transport, tourism, telecommunications, renewable energy, pharmaceuticals and aviation are flourishing and moving the economy away from traditional income sources in the hydrocarbon sector.



Developing local jobs and skills

The UAE recognizes that its people are its greatest asset. 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.

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.



Value-adding innovations

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. The nation is working towards becoming one of the top 20 countries in the Global Innovation Index Ranking.

The National Innovation Strategy, which focuses on key economic areas such as renewable energy, transport, education, health, technology, water and space clearly reflects this ambition.



Improving quality of life

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

This means developing world-class power infrastructure and cutting-edge healthcare. 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.



Sustaining 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.

This vision is already being supported by new policies that make the country more efficient in its use of resources and prepare for the changes that economic growth will bring in terms of energy usage.

The UAE is also taking its place on the global stage as a leader in sustainability. The International Renewable Energy Agency (IRENA) is headquartered in the UAE and the World Future Summit, a platform that promotes global dialogue, continues to be held in Abu Dhabi.



Supporting transformation

The UAE is turning its vision into reality for over 200 cultures. Inspired by the Founding Fathers’ values of openness, coexistence and understanding, the nation is committed to safety, security and prosperity for all.

Supporting transformation involves harnessing the power of innovation and embracing new ideas and pathways to prosperity. It involves building bridges to the world whilst preserving the dignity and traditions of the UAE cultural identity.

Positive transformation is part of the ethos of the UAE and as it reaches its 50th anniversary, an abundance of initiatives are already taking shape.

Source: UAE Vision 2021, Abu Dhabi Economic Vision 2030 and Dubai Plan 2021

Siemens value map

Our contribution to the sustainable development of the UAE



Driving the economy

Economic output
We contribute AED 4.5bn in direct and indirect gross value added to the economy, of which **90%** is in non-oil sectors.

Logistics
We enable **50%** of UAE port logistics and **90%** of airport logistics.

Metals
We enable **40%** of the UAE's aluminum and steel industries.

Customer support
We support more than **800** customers across all seven emirates.

Developing local jobs and skills

Creating jobs
We directly employ **2,600** highly-skilled workers and enable **15,600** jobs in the UAE.

Improving skills
We provided **8,000+** hours of training via our local Power Academy, Sitrain and customer sessions.

Female empowerment
16% of our workforce is female, compared to the UAE average of **13%**.

Youth development
150 young Emiratis gained new skill-sets and international experiences via Siemens educational and training programs.

Value-adding innovations

Power
We co-develop energy generation technologies with local energy partners resulting in **17%** greater electricity generation capacity at peak times.

Mobility
We are working with local transportation partners to spearhead innovation with the potential to reduce traffic congestion by **8%** and transfer **10%** of road traffic to public transport.

Digitalization
2 million data points ensure that daily transportation, day-to-day comfort and resource efficiency are seamlessly enhanced.

Improving quality of life

Power
We provide **40%** of the UAE's power generation capacity, meeting 3.6 million residents' daily electricity requirements.

Water availability
We enable the delivery of **75%** of the UAE's daily water supply.

Healthcare
Siemens Healthineers equipment facilitates over **580** medical decisions per hour.

Transportation
Digital traffic management with **1,200** controllers and **10,000** sensor loops helps ensure safe and efficient transportation.

Employee well-being
83% of our local employees report their work gives them a sense of fulfilment.

Sustaining the environment

Reducing CO2
Our energy efficient solutions have reduced CO2 emissions by **4.76** million metric tons.

Resource efficiency
Our regional headquarters in Masdar City averages **55%** energy savings and **47%** water use reduction compared to standard UAE offices.

Sustainable cooling
Our state-of-the art technology for water chiller optimization has **30% - 40%** more efficiency with a **30%+** decrease in utility costs per annum.

Supporting transformation

Cultural diversity
Inspired by the UAE's culture of coexistence, we employ **80+** different nationalities in our local offices.

Business environment
We contributed AED **3m** to the Pearl Initiative Program, supporting corruption prevention.

Safety
We provided **2,700** hours of health and safety training to prevent accidents before they happen.

National security
Provided state-of-the-art security technology to support the UAE's position within the top **10** countries for reliability.

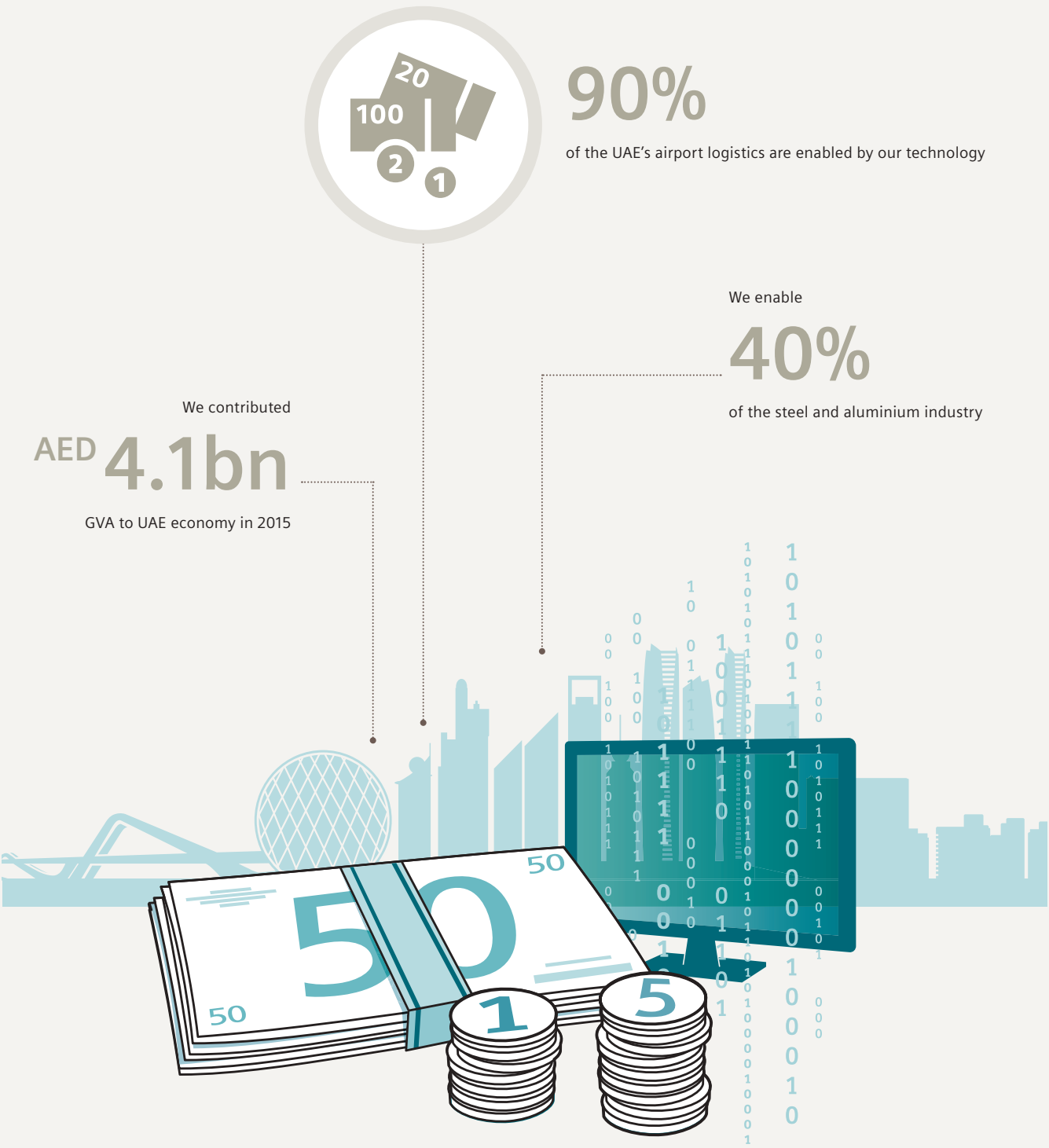
Note: All figures are for 2015 unless otherwise stated.

“We must not rely on oil alone as the main source of our national income. We have to diversify the sources of our revenue and construct economic projects that will ensure a free, stable and dignified life for the people.”

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



Driving the economy



The UAE seeks to ensure long-term prosperity for everyone and 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.

The UAE is breathing new life into its economy through its diversification strategy. Revenue streams such as heavy industry, logistics, transport, tourism, telecommunications, renewable energy and aviation are flourishing and moving the economy away from traditional income sources in the hydrocarbon sector.

To drive diversification, the nation is encouraging entrepreneurship and small to medium enterprises (SMEs) which are forecast to become the backbone of the economy. Competitiveness on the global and regional stage will drive technology, innovation and international partnerships, spurring economic growth.

The UAE seeks to maintain a sustainable and diversified economy, with the goal to increase non-oil GDP growth to 5% by 2021

Our contribution

The UAE's continued economic diversification is at the heart of our initiatives. In the last decade, our commitment is reflected by the fact we have doubled our revenue in the UAE. In 2015, **90%** of our gross value added to the economy was in non-oil and gas sectors, equivalent to AED **4.1bn**.

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. For example, our Automation and Drives technology enables **40%** of the UAE metals industry, including nearly **80%** of the UAE's steel production.

Reliable infrastructure is also key to fuelling stable economic growth. At Siemens, our technology enables half the UAE's port logistics and **90%** of airport logistics, supporting the UAE's vision to be the #1 global hub for business and tourism. Efficient airport operations and maintenance, effective baggage and cargo handling and convenient passenger experience ensured that **88** million visitors passing through the nation's airport did so seamlessly and efficiently in 2015.

Source: UAE Interact, IMF, Khaleej Times, PwC, The National, Siemens internal data

*“Educating the individual
is this country’s most
valuable investment.
It represents the
foundation for progress
and development.”*

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



Developing local jobs & skills



The UAE recognizes that its people are its greatest asset. In the words of His Highness the late Sheikh Zayed bin 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.

This will involve developing a diversified and flexible knowledge-based economy powered by skilled Emiratis and strengthened by world-class talent. 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.

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

Our contribution

We share the UAE’s vision to develop a highly-skilled, productive workforce to promote economic prosperity. We enable **15,600** jobs in the UAE and employ a highly skilled workforce. Of our **2600** employees, more than **80%** hold at least one university degree and the majority of our workforce comprises of engineers, technical service people, project management and finance.

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 facilitate this through several initiatives. This includes the Youth Ambassadors Program (YAP), which aims to prepare the country’s young Emiratis to assume leadership positions in the future.

Last year alone, we facilitated **13** internships for the program’s participants, and since 2014, **40** students have gained valuable international experience through visits to Siemens Corporate Technology in Munich and the Berlin Gas Turbine Factory. During 2015, we enabled **90** internships and on-the-job training assignments in the UAE. During the past two years, the participation of Emirati interns and trainees more than tripled.

Developing local knowledge transfer 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 MOU with Abu Dhabi Vocational and Training Institute enables us to develop up to **40** vocational training students at a time.

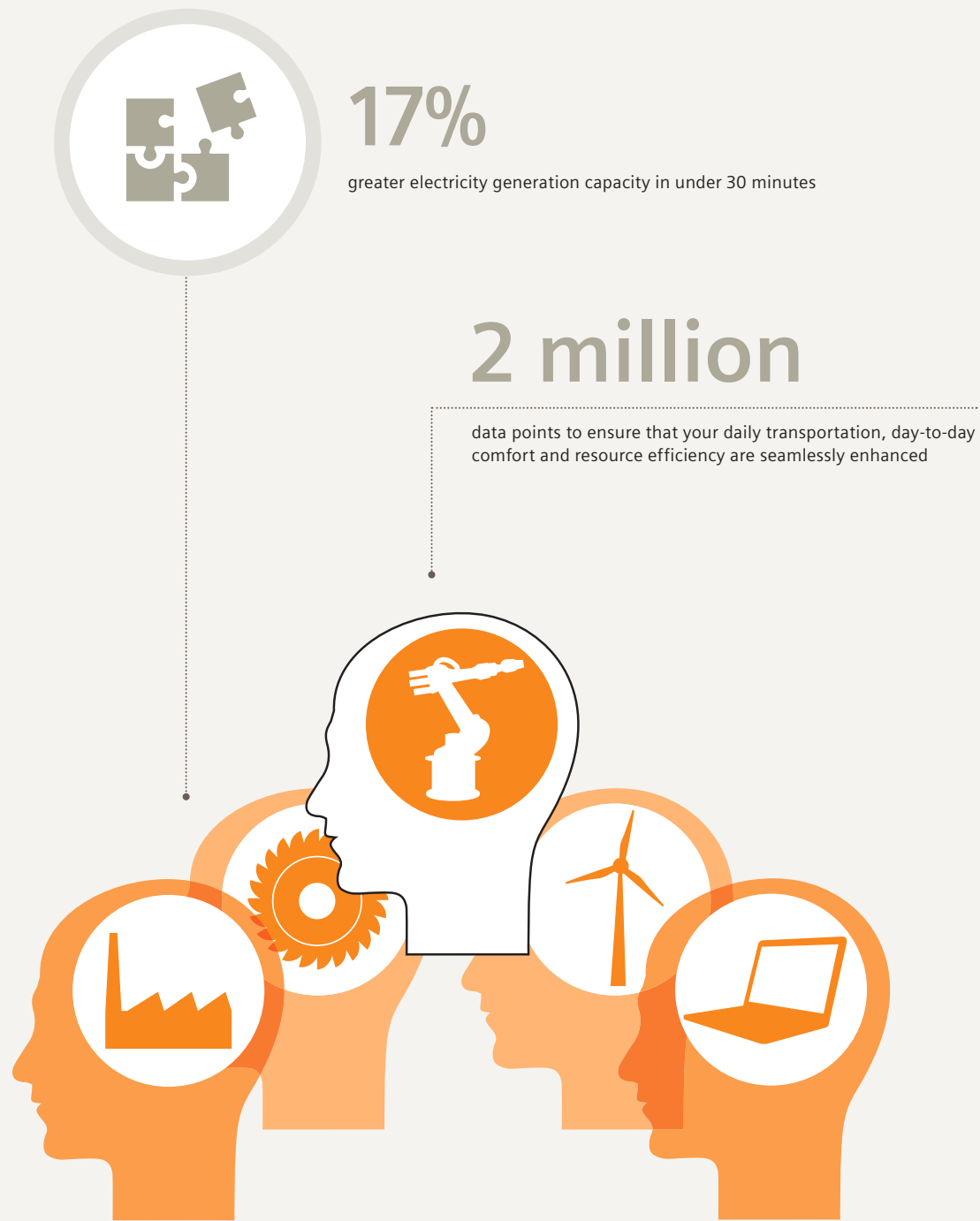
Source: Vision 2021, Abu Dhabi Economic Vision 2030, Emirates News Agency (WAM), World Bank, PwC, Siemens internal data

*“We may not live for
hundreds of years.
But the products of our
creativity can leave a
legacy long after we
are gone.”*

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



Value-adding innovations



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 into science, technology and research and development.

At the heart of this transformation will be innovation, and the UAE plans to triple its spending on research and development. As part of this, the country launched the National Innovation Strategy in 2014, which focuses on key economic areas such as renewable energy, transport, education, health, technology, water and space.

Innovation also drives Smart Dubai, an initiative anchored in the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, to use digitalization to make Dubai the happiest city on earth.

This Smart City initiative is already setting global benchmarks and leveraging on the Internet of Everything (IoE) to provide numerous city services that improve day-to-day operations and quality of life.

Another key step towards digitalization is the launch of the Industrial Strategy 2030 which aims to transform Dubai into “an international hub for knowledge-based innovation and sustainable industrial activities.” This strategy will have a significant impact on Dubai’s economy.

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

Our contribution

We are committed to nurturing innovation and providing locally developed value-adding solutions in the UAE. In recent years, our projects with local energy partners to co-develop energy generation technology have set new benchmarks, resulting in enhanced energy generation of up to **17%**, in under **30** minutes during the peak summer period.

We also share the UAE’s vision to harness the power of digitalization. We utilize data from over **2** million data points and **600,000** field devices resulting in **1** terabyte of annual data. The data is analyzed to create energy-efficient, safe and secure buildings and infrastructure for everyone.

Our Research and Development projects with local transport partners also offer innovative solutions. We are co-developing measures to reduce traffic congestion by **8%**, and transfer **10%** of road traffic to public transport which would result in a reduction of carbon emissions. This will mean that everyone can travel easily and get to where they need to be in a cleaner environment.

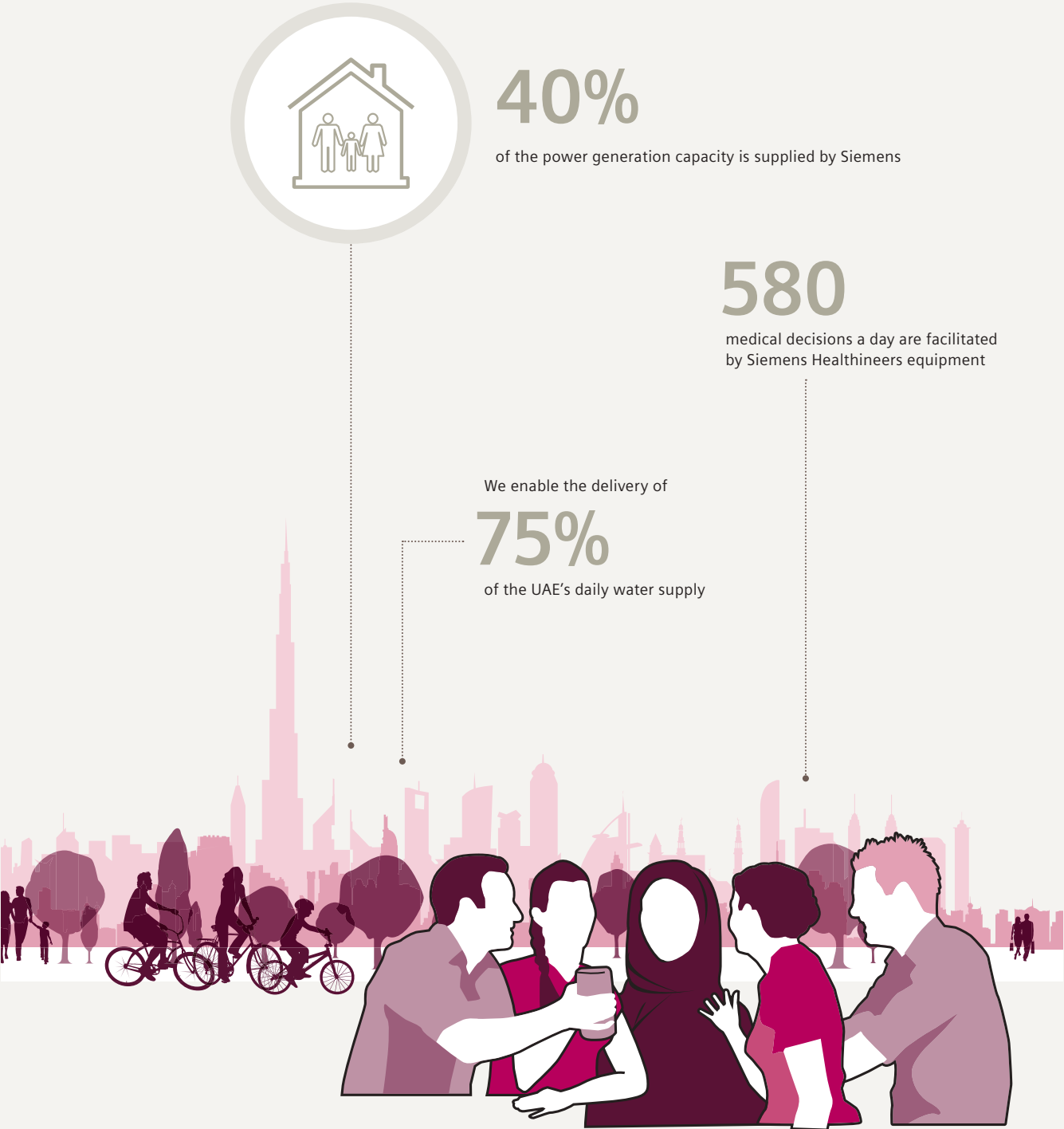
Source: National Innovation Strategy, Vision 2021, Abu Dhabi Economic Vision 2030, Emirates News Agency (WAM), Siemens internal data

“The role of the government is to create an environment where people can flourish - can reach their potential - and choose to be happy.”

Her Excellency Ohoud Al Roumi,
UAE's Minister of State for Happiness



Improving quality of life



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

The nation is measuring its progress through 'The Happiness Index'. This evaluates the standard of living through several perspectives. These include perception of income level, average healthy life expectancy, social support, generosity, absence of corruption and freedom of choice. Vision 2021 has set the goal to boost the UAE's Happiness Index ranking to amongst the top five countries in the world and to achieve this they have instated a Minister of State for Happiness.

Improving quality of life means developing world-class power infrastructure and cutting-edge healthcare.

This will mean developing reliable power supply and efficient and sustainable energy to meet the needs of a growing population. It will also require state-of-the-art healthcare solutions that address the nation's needs.

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 #1 globally for infrastructure quality and wishes to promote a high standard of living

Our contribution

At Siemens, we believe that happy employees are engaged employees. A positive **83%** of our local employees report that their job gives them a sense of personal fulfilment. Meanwhile, **87%** believe that they have the opportunity for professional development and personal growth.

Health is an important factor in ensuring a good quality of life. Siemens Healthineers' supplies hospitals and clinics with diagnostic equipment facilitating up to **580** medical decisions per hour. Culminating in over **5** million times that Siemens equipment supports decision-making in a year. Our technology also supports the UAE's endeavour to further grow the local pharmaceutical industry and keep lifestyle diseases at bay.

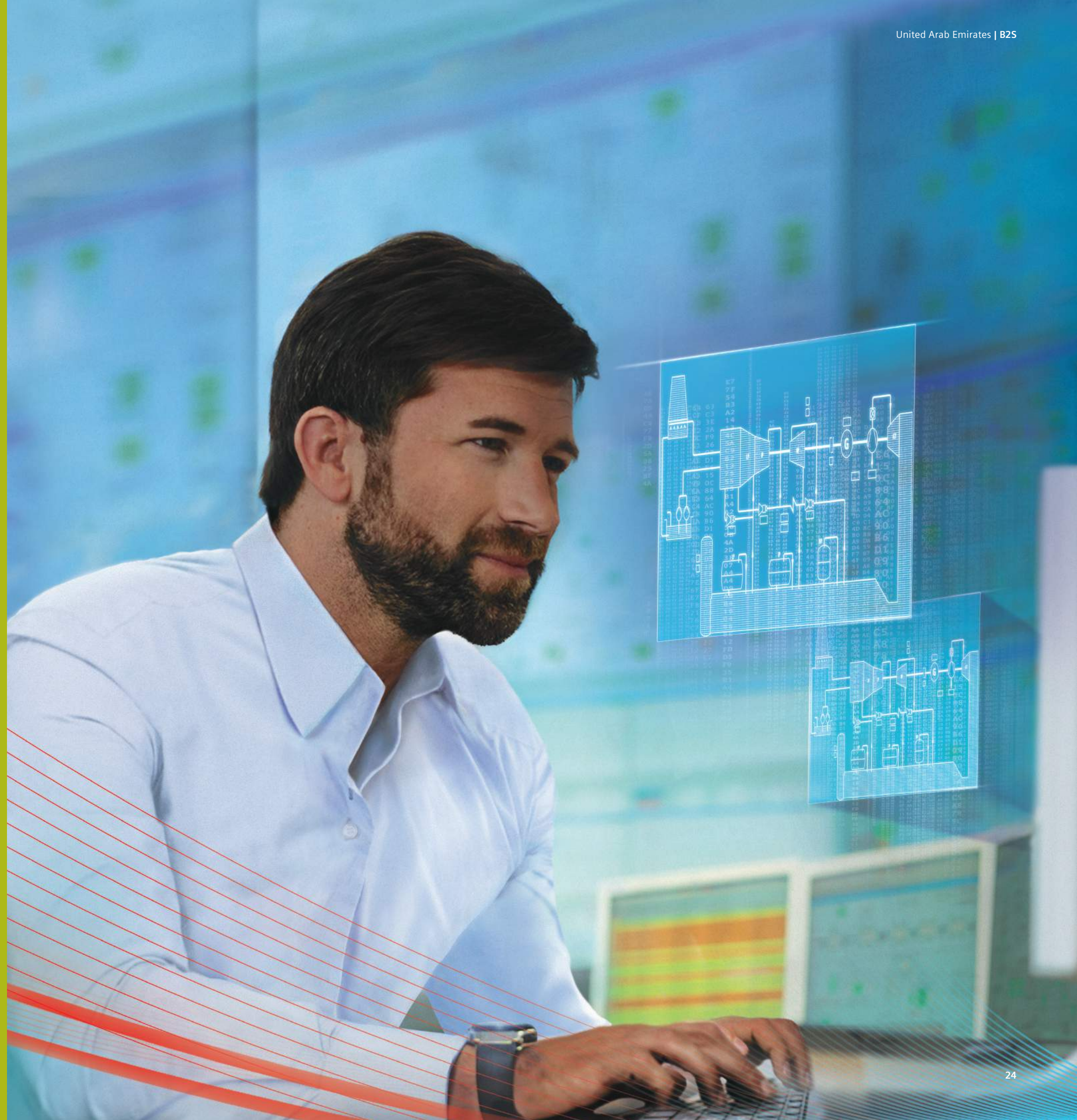
Our tailor-made automation solutions support the efficient production of **40** million vials of insulin in the region's first insulin plant. This means diabetes patients in the UAE have access to locally-produced and high-quality treatment when they need it.

Lastly, our technology enables the delivery of key utilities such as power and water and ensures that the roads of the UAE flow safely and efficiently. Our technology lights up cities supplying more than **40%** of the UAE's power generation capacity, while enabling the delivery of **75%** of the UAE's daily water supply. Meanwhile, our intelligent transport and mobility solutions work seamlessly and silently in the background, so the people of the UAE smoothly reach their day-to-day destinations.

Source: Vision 2021, UAE Interact, IMF, Khaleej Times, The National, The International Diabetes Federation, UAE Federal Competitiveness and Statistics Authority, Siemens internal data

*“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,
founding father of the UAE



Sustaining 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.

This vision is already being supported by new policies that make the country more efficient in its use of resources and prepare for the changes that economic growth will bring in terms of energy usage. The government is also proactive in promoting environmental awareness and responsible behavior among Emiratis and residents. Furthermore, Dubai Green Energy Strategy 2050 aims to provide 75% of the Emirate's electricity from clean sources.

This reflects the nation's commitment to establishing a sustainable model in energy conservation which will set global benchmarks and support urban and economic growth without damaging the environment and natural resources.

As a global nation, the UAE is committed to playing its part in developing and implementing innovative solutions to protect and sustain the environment

Our contribution

We partner with the UAE in developing innovative solutions that will protect and sustain the environment. Our collaboration leveraged the power of digitalization to improve electricity distribution by between **3-7%**. We also facilitate energy conservation through our energy monitoring technologies enabling numerous building optimization solutions and LEED certified buildings.

Sustainable and efficient cooling is also key to preserving the local environment. Installations of our cutting-edge water-cooled chiller plant optimization have resulted in efficiency gains of between **30%** and **40%**. This provides comfortable spaces that are sustainable, cost-effective and efficient – even in the summer heat!

Reducing carbon footprint is an area in which the UAE wants to excel. At Siemens, our technologies enable this vision in several ways. CO2 emissions are reduced by **4.76** million tons through our combined-cycle power plants, and by **9,000** metric tons per building through our building technologies.

Finally, we make real what matters and lead by example. Our Masdar Headquarters was the first LEED Platinum certified building in Abu Dhabi and averages **55%** energy savings and **47%** water use reduction, compared to standard UAE offices. We reduced carbon footprint and enabled the local economy by using locally sourced materials, during the construction of our regional Headquarters. In the process, we have helped maximize use of solar power and avoided landfill use.

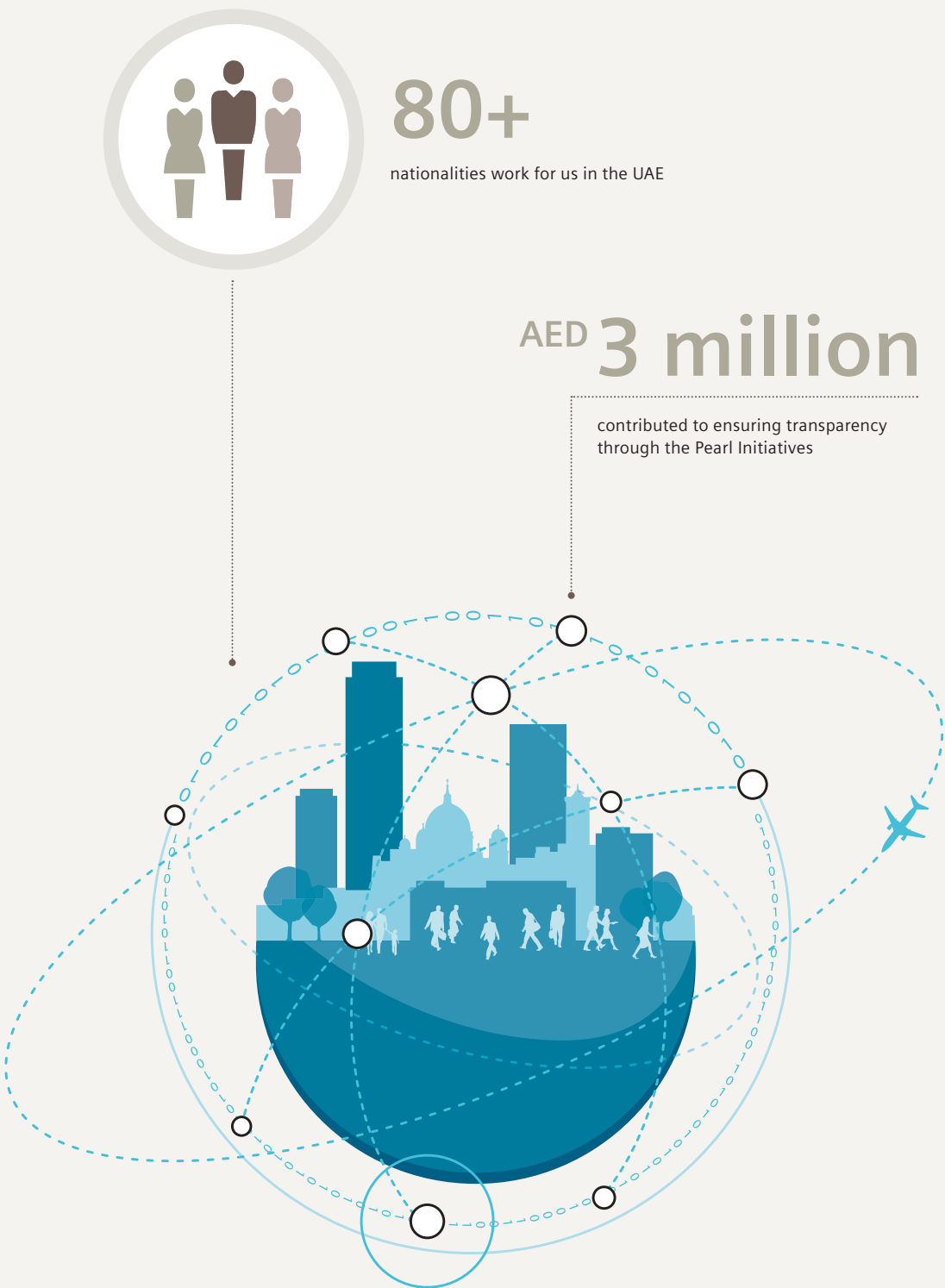
Source: Vision 2021, The National, Environmental Agency of Abu Dhabi, Emirates News Agency (WAM), The National, Siemens internal data

*“We will not stop,
nor rest, for there is
always a tomorrow.
And, tomorrow brings
new things, new ideas,
new challenges to
conquer, new summits
to aspire to, new
worlds to find.”*

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



Supporting transformation



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 and 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.

As a global nation, the UAE is committed to playing its part in developing and implementing innovative solutions to protect its rich heritage

Our contribution

At Siemens, we also embrace the UAE's values of tolerance, openness and compassion for one another. We have over **80** different nationalities working together in the UAE, and we share the country's view that diversity drives innovative spirit.

Tradition and transformational digitalization can live in harmony, 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.

Moving towards a digitalized future can also be facilitated by automation resulting in greater economic diversification and resource independence. The UAE is already benefiting from **150,000+** automation systems and enjoying the benefits of locally produced goods.

In fact, we delivered technology to the UAE's first insulin factory, one of only four plants in the world. Our automation technology facilitates operations which will ensure that the UAE is enabled to protect its own population and manage major lifestyle diseases such as diabetes.

Similar automation technology also supports other key sectors such as industrial chemicals and key construction materials throughout the nation.

Finally, taking large strides forward requires a transparent and clean business environment. At Siemens, we share the UAE's desire to uphold this and our contribution of AED 3 million to the Pearl Initiative reflects our shared commitment.



Let's work together
for the UAE and for
future generations