



## UAE'S STRATEGIES TO ATTRACT AND RETAIN GLOBAL TALENT



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For its global talent competitiveness, UAE has achieved international distinction and ranked 22nd on Insead's [Global Talent Competitiveness Index 2023](#) emerging as the highest-ranking Arab country that has ever been. It is fourth in the world in terms of attracting talent and second in external openness. Moreover, UAE's citizens have benefited from extensive growth opportunities, also earning its high ranking of second place globally.

UAE wants to be known as the leading global destination for talent and innovations. These multifaceted initiatives are designed to create an ecosystem that attracts, nurtures, and retains the best minds globally.

Here are several strategies currently being implemented by the UAE and creative technical expertise required to establish a viable human settlement on Mars in cooperation with global partners.

### **I. Innovative Visa Schemes**

The UAE introduced groundbreaking visa schemes, such as the Golden and Green Visas, which offer long-term residency to highly skilled professionals, investors, scientists, and exceptional students. Another initiative, The Talent Pass, issued by Dubai Airport Freezone, is designed for freelancers and entrepreneurs in arts, culture, education, media, marketing, consultancy, and technology, providing them access to a community of over 2,500 international companies from over twenty sectors. Professionals can apply for a visit visa or jobseeker visa to search for a job without needing a host or sponsor in the country. The visa is valid for one trip, allowing for a 60, 90, or 120-day stay. The Ministry of Human Resource and Emiratisation (MOHRE) also grants Part-Time Work Permits, allowing establishments registered with the Ministry to employ employees under a part-time employment contract, under which working hours or days are less than those of full-time employees. Highlighting its success, the UAE was ranked first as the most popular country for obtaining visas in 2023, according to [Deel's State of Global Hiring Report](#).



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## II. Business-friendly Environment

With its state-of-the-art infrastructure, strategic location, tax incentives, and business-friendly regulations, the UAE has become a flourishing ground for startups and international companies. There are no taxes on personal incomes from employment, real estate, and other investments or on any other income earned by individuals that does not arise from a business or other form of licensed commercial activity. The government demonstrates significant support for the development of startups. One notable business incubator is [Area 2071](#), an innovation ecosystem fostering the advancement of international talents seeking to establish and expand their enterprises within the UAE. Members of Area 2071 benefit from access to an extensive network of strategic investors and subsidized licensing fees. These conditions allow professionals to thrive in a competitive yet supportive environment.

## III. Investment in Education and Research

The UAE has, therefore, recognized the power of knowledge and innovation and invested in top-class universities, research institutions, and strategic partnerships with global institutions. These are efforts toward attaining a learning and development culture—vital for attracting and growing talent. One of them concerns the [UAE Talent Attraction & Retention Strategy 2031](#), whose key objectives are to rank UAE among the top ten in the world with regard to talent competitiveness ensure the availability of talents across all strategic sectors, and further consolidate the country's position as an 'ideal destination' for living and working.

## IV. Quality of Life

The UAE is known for its high standard of living, with excellent health care, and safety. This quality of life is a significant attraction for professionals seeking career growth and a fulfilling lifestyle. According to Numbeo, a global database provider, Abu Dhabi and Dubai significantly improved their global rankings in 2023. Abu Dhabi's ranking rose from 84 to 24, and Dubai's from 95 to 49 in the quality-of-life index. Abu Dhabi was also ranked as the top city for quality of life regionally. In mid-year 2024, UAE ranks in the 20th place on the [Quality of Life Index](#) with a rating of 177.5. [Numbeo's Safety Index](#) for mid-year 2024 shows Abu Dhabi as the safest city among 311 cities, with Ajman in second place, Dubai in 5th place, and Ras Al Khaimah in 6th place. On the [healthcare index](#), the UAE moved up to 28th place in mid-year 2024 among 94 countries, which is 3 places higher than 2023.

## V. Focus on Future Technologies

Positive reports have emerged about the performance of the UAE's economy and a rise in employment this year. Nevertheless, certain industries have seen a greater boost in hiring activities compared to others, particularly in fields such as emerging technologies, artificial intelligence, robotics, renewable energy, and software development. Specifically, artificial intelligence is predicted to contribute nearly 14% to the national GDP by 2030, amounting to \$96 billion, with its annual economic contribution expected to increase by 33.5% from 2018 to 2030.

## VI. Progressive Transformation of Labor Laws

The UAE Labour Law is regularly upgraded to accommodate and encourage different working models. In 2023, laws on employment disputes, Anti-discrimination, and the new End-of-service Gratuity Scheme have been introduced or amended. Throughout the same year, the MOHRE conducted a total of 49,000 educational sessions in 15 distinct languages, which aided over 2 million employees. Additionally, more than 9,000 business leaders participated in 97 workshops designed to enhance understanding of the regulatory framework and ministerial directives governing the employment sector. Furthermore, MOHRE conducts routine workplace inspections to safeguard the well-being of employees and to identify any instances of company non-compliance. These inspections aim to uphold labor laws and ensure that employers adhere to regulations set forth by the ministry.

The UAE not only attracts top talent but also ensures that its workforce has the resources and support needed to thrive. These strategies will likely yield long-term benefits, driving sustainable economic growth and solidifying the UAE's status as a hub of innovation and opportunity. Additionally, this provides an opportunity for global talent to regard the UAE as a leading destination for both professional development and personal advancement.

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