

**Law No. (3) of 2013
Concerning the
Dubai Corporation for Festivals and Retail Sector Promotion¹**

We, Mohammed bin Rashid Al Maktoum, Ruler of Dubai,

After perusal of Law No. (1) of 1997 Establishing the Department of Tourism and Commerce Marketing and its amendments;

Law No. (3) of 2003 Establishing the Executive Council of the Emirate of Dubai;

Law No. (9) of 2004 Concerning the Dubai International Financial Centre and its amendments;

The Government of Dubai Human Resources Management Law No. (27) of 2006 and its amendments;

Law No. (25) of 2008 Concerning the Department of Economic Development;

Law No. (30) of 2009 Concerning the Dubai Events and Promotions Establishment and its amendments;

Law No. (35) of 2009 Concerning Management of the Public Funds of the Government of Dubai and its amendments;

Decree No. (22) of 2009 Concerning Special Development Zones in the Emirate of Dubai; and

The legislation regulating free zones in the Emirate of Dubai;

Do hereby issue the following Law:

**Title of the Law
Article (1)**

This Law shall be cited as “**Law No. (3) of 2013 Concerning the Dubai Corporation for Festivals and Retail Sector Promotion**”.

**Definitions
Article (2)**

The following words and expressions, wherever mentioned in this Law, shall have the meaning indicated opposite each of them unless the context implies otherwise:

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¹*Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict the Arabic text shall prevail.*

Emirate:	The Emirate of Dubai.
Executive Council:	The executive council of the Emirate.
Department:	The Department of Tourism and Commerce Marketing.
Director General:	The director general of the Department.
Corporation:	The Dubai Corporation for Festivals and Retail Sector Promotion.
CEO:	The chief executive officer of the Corporation.
Festivals:	The general marketing, entertainment, and promotional events organised throughout the Emirate and in special development zones and free zones including the Dubai International Financial Centre.
Retail Sector:	The sector where any goods, commodities or services are sold, on a continuous basis and through a licensed outlet, directly to consumers without any intermediary.

Scope of Application

Article (3)

- a. This Law shall apply to the Dubai Events and Promotions Establishment regulated by the above mentioned Law No. (30) of 2009.
- b. The name “Dubai Events and Promotions Establishment” shall be replaced by “Dubai Corporation for Festivals and Retail Sector Promotion.” The Corporation shall maintain the legal personality required for the achievement of its objectives, and shall be affiliated with the Department.

Head Office of the Corporation

Article (4)

The head office of the Corporation shall be in the city of Dubai. The Corporation may establish branches and offices within and outside the Emirate.

Objectives of the Corporation

Article (5)

The Corporation shall have the following objectives:

1. to contribute to promoting the Emirate as a regional and international centre for conducting Festivals;
2. to contribute to supporting and enhancing the economy of the Emirate and the business sectors in the Emirate and in particular the Retail Sector;
3. to enhance the partnership between the public and private sectors in organising and managing Festivals; and

4. to increase tourist activity in the Emirate through promoting Festivals and marketing and sponsoring Retail Sector services and promotions.

Functions of the Corporation Article (6)

For the purpose of achieving its objectives, the Corporation shall have the duties and powers to:

1. set policies, strategic plans, programmes and initiatives required to develop Festivals and the Retail Sector;
2. organise and conduct Festivals and implement activities that aim to enhance the Retail Sector;
3. establish permanent and seasonal markets in order to encourage shopping activity in the Emirate;
4. in cooperation with competent entities, promote the Festivals that will be held in the Emirate, and promote the Retail Sector, at the local, regional and international levels;
5. supervise the business sectors and shopping centres in the Emirate with respect to the organisation of Festivals and promotional programmes for the Retail Sector;
6. coordinate with various economic sectors in the Emirate to attract business sponsorship for the Festivals organised in the Emirate;
7. coordinate with the concerned government entities and the private sector to ensure the efficient and effective organisation of Festivals;
8. prepare the annual calendar for the Festivals to be organised in the Emirate and for the programmes related to promoting the Retail Sector during those Festivals;
9. issue licences, in coordination with the Department of Economic Development and the authorities supervising free zones and special development zones, to establishments, companies and shopping centres as required for implementing the promotional campaigns and commercial promotions throughout the year in the Emirate;
10. invest in projects related to the duties of the Corporation;
11. form committees and work teams to supervise Festivals and the Retail Sector, and determine their duties and functions;
12. increase the effectiveness of the participation of the Retail Sector in increasing tourist activity in the Emirate; and

13. perform any other duties required for the achievement of the objectives of the Corporation.

The CEO of the Corporation Article (7)

The Corporation shall have a CEO appointed pursuant to a resolution of the Chairman of the Executive Council.

Functions of the CEO Article (8)

The CEO shall have the duties and powers to:

1. propose policies and strategic and operational plans related to the activities of the Corporation, and present them to the Director General for approval;
2. prepare the draft annual budget and final accounts of the Corporation, and present them to the Director General for approval and subsequent adoption by the competent entities in the Emirate;
3. propose the organisational structure of the Corporation and present it to the Director General for approval and subsequent referral to the Executive Council for adoption;
4. propose the legislation required to enable the Corporation to perform the functions assigned to it pursuant to this Law, and to organise its activities;
5. supervise the daily work of the Corporation;
6. represent the Corporation before third parties and execute contracts and agreements required for the achievement of the objectives of the Corporation;
7. achieve the required performance outcomes and submit performance reports to the Director General; and
8. perform any other duties assigned by the Director General.

Financial Resources of the Corporation Article (9)

The financial resources of the Corporation shall consist of:

1. the support allocated to the Corporation in the budget of the Department;

2. any revenue made by the Corporation from conducting its activities or providing its services including licensing fees for promotional campaigns and commercial promotions;
3. returns on the investment from the movable and immovable assets of the Corporation;
4. returns on the business sponsorship of Festivals; and
5. any other resources approved by the Executive Council.

Accrual of Revenues of the Corporation Article (10)

- a. The revenues referred to in Article (9) of this Law shall be paid to the account of the Department, and the Department shall expend such revenues in accordance with the relevant approved plans.
- b. Government entities which collect revenue for the Corporation, including the Department of Economic Development, and the authorities supervising free zones and special development zones, must transfer such revenue to the account of the Department.

Accounts and Financial Year of the Corporation Article (11)

In regulating its accounts and records, the Corporation shall follow the accounting principles and standards adopted by the Government of Dubai. The financial year of the Corporation shall commence on 1 January and shall end on 31 December of each year.

Application of the Human Resources Management Law Article (12)

The Government of Dubai Human Resources Management Law No. (27) of 2006 and its amendments shall apply to the employees of the Corporation.

Issuing Implementing Resolutions Article (13)

The Director General shall issue the resolutions required for the implementation of this Law.

Repeals Article (14)

- a. This Law shall supersede the above mentioned Law No. (30) of 2009.

- b. Any provision in any other legislation shall be repealed to the extent that it contradicts the provisions of this Law.

Commencement and Publication
Article (15)

This Law shall come into force on the day on which it is issued, and shall be published in the Official Gazette.

[signed]

Mohammed bin Rashid Al Maktoum
Ruler of Dubai

Issued in Dubai on 15 May 2013
Corresponding to 5 Rajab 1434 A.H.