

UNIT 6 The United Arab Emirates

Answer keys and scripts



Lead-in

1. Oil may run dry someday. Oil is just a commodity. It fluctuates in price, which will have major impacts on an economy that is highly dependent on oil.
2. The United Arab Emirates has put its bet on diversification.
3. Major attractions include the Burj Khalifa, the Burj Al Arab, the Palm.

Scripts

Most smart oil-rich nations know that oil wealth is not forever, and even if the oil wells of the nation never actually run dry, oil is just a commodity. It fluctuates in price, which will have major impacts on an economy that is highly dependent on oil to fuel its economy.

Now every nation has a different strategy for dealing with this problem. Norway saved up all of their oil money into a nationwide hedge fund. And the United Arab Emirates has put its bet on diversification.

A lot of that infrastructure spending was not directed entirely towards facilitating its oil industry, but rather a lot of it was into building these beautiful metropolises we see today. Most notably Dubai and Abu Dhabi, the former of which is the most popular tourist destination in all of the Middle East, and the fifth most in the world. Tourism is a huge growth industry. And Dubai specifically is really set up to take advantage of this. For starters of course it has many major attractions in its own right – the Burj Khalifa, the Burj Al Arab, the Palm, and even its natural coastline is pretty spectacular. But it is also really really lucky geographically. It is in an amazing central location between Asia and Europe, and even Africa, as it continues to develop into the future.

The Emirates have capitalised on this further by developing their own airline. Emirates is today one of the largest airlines in the world, and surprise surprise they use Dubai as their hub for most of their international flights. The government's investment into this airline was a calculated decision to make travellers maybe make the most of that stopover and spend some time and tourist dollars in our lovely city.

We have already seen that the United Arab Emirates is a really great place geographically, but it has gone beyond this to make itself really attractive to foreign business. The UAE's plan is that they will be able to establish their major cities as business hubs for the region, in very similar ways to how Singapore is a business hub in the Southeast Asian region. Both countries have very small populations with huge expatriate communities. Both countries are the hub for their major international airline. Both countries have very flexible tax arrangements to be attractive to businesses.

The country doesn't yet quite have the track record to show that it will be able to fully realise this goal, but it has done all the right things at the right time to make itself a centre for businesses rather than just a well of oil.



Career skills

1. This letter is a complaint letter. Lily stated her specific complaint and outlined how she expected the company to have the problem solved.
2. Lily hoped to have the cabinet replaced.



Exercises

Knowledge focus

1.

1. Middle East
2. Abu Dhabi
3. Emirati Dirham (AED)
4. Arabic
5. seven
6. exporter
7. oil
8. cohesiveness
9. hospitality

2.

1. T 2. F 3. T 4. T 5. F

3.

1. Normal working hours in the UAE are eight hours per day. In the holy month of Ramadan, normal working hours are reduced by two hours per day.
2. Appointments should be made no more than two weeks in advance and reconfirmed one or two days before the actual meeting. If you were to cancel an appointment, you should prepare a letter expressing regret over the cancellation.
3. People in the UAE are generally quite flexible towards punctuality. Punctuality may not be a priority in the UAE.
4. Decision-making is a lengthy process. The Emiratis don't tend to rush the negotiation process.

Case study

Case Study 1

- 1) Because Norman extended his business card with his left hand. When receiving or giving a business card, the right hand should be used.
- 2) In the UAE, people value relationships. The first meeting is all about relationship-building and developing trust. Therefore, it is improper to discuss business during the first meeting.

Case Study 2

- 1) No, appointments should generally be set no more than two weeks in advance.
- 2) People in the Arab world usually address people by their first names, so Ameer al Jafari will be called as Mr. Ameer.

Writing task

You may start your letter with the follow structure...

Dear [contact person's name],

This is ... On behalf of [Company Name], I am writing to express my dissatisfaction with...

My first complaint is about ...

I am unhappy with ...

I would like your company to carry out a full investigation into my complaint. I trust you will give this matter your immediate attention and I look forward to hearing from

you soon.

Sincerely,

[Name] [Title]