

PRESS RELEASE

## Majid Al Futtaim Retail Signs MoU, Partnering with Ministry of Industry and Advanced Technology to Empower National Products and Dedicate Space in More than 126 Carrefour Stores Under the MIITE Initiative

**H.E. Osama Amir Fadhel**

- *The National Strategy for Industry and Advanced Technology focuses on forming partnerships, supporting investments, promoting national products with the highest quality standards, and providing advantages and capabilities for Emirati industries*
- *The MoU signing with Majid Al Futtaim Retail reflects the Ministry's efforts to strengthen relations with the private sector, provide opportunities for national producers to showcase their products, and promote Emirati products*

**Dr. Günther Helm**

- *We are proud to be partnering with the Ministry of Industry and Advanced Technology to help advance the UAE's vision for industrial growth by empowering national producers*
- *Through our partnership with the Ministry of Industry and Advanced Technology, we are building stronger, more resilient supply chains – a testament to our commitment of care to the communities in which we operate*

**Subheadings**

- *The MoU focuses on driving demand for high quality, locally produced products and strengthening the UAE's manufacturing sector through Majid Al Futtaim Retail's stores.*
- *The collaboration will help expand the presence of locally made products across Carrefour stores throughout the month of May, supporting national businesses and advancing the UAE's industrial growth*

**Dubai, United Arab Emirates, 12 May 2025:** Majid Al Futtaim Retail, which owns the exclusive rights to operate Carrefour in the UAE, has officially announced the signing of a Memorandum of Understanding (MoU) with the Ministry of Industry and Advanced Technology (MoIAT). The MoU aims to promote the growth of national manufacturing by boosting demand for high quality, locally made products, as part of the "Make it in the Emirates" (MIITE) initiative.

The signing ceremony, which took place at ADNOC headquarters in Abu Dhabi, was attended by H.E. Dr. Sultan Al Jaber, Minister of Industry and Advanced Technology, and H.E. Omar Al Suwaidi, Undersecretary, Ministry of Industry and Advanced Technology, in addition to Dr. Günther Helm, Chief Executive Officer at Majid Al Futtaim – Retail and Dr. Younus Hassan Al Mulla, Chief Global Development and Government Officer at Majid Al Futtaim – Retail. The ceremony was also attended by senior officials from the MoIAT and representatives from the UAE's retail industry.

This collaboration builds on Carrefour's ongoing efforts to support homegrown suppliers, producers, farmers, and SMEs. It also is a testament to MoIAT and Majid Al Futtaim Retail's shared commitment to strengthen the role of national businesses and to drive economic growth

and industrial advancement through food security by supporting self-sufficiency and developing more sustainable supply chains.

### Supporting National Products

**His Excellency Osama Amir Fadhel, Assistant Undersecretary of Industry Accelerators** at the Ministry, stated: “The UAE has achieved significant accomplishments in the industrial sector, ranking first in the region in terms of industrial competitiveness. This was achieved as part of the National Strategy for Industry and Advanced Technology and its related initiatives and plans, which focus on forming partnerships, supporting investments, promoting national products with the highest quality standards, and providing advantages and capabilities for Emirati industries. This enables growth, helps achieve the objectives of the industrial sector, and provides existing projects and companies with the opportunity to develop and expand through collaboration with the private sector.”

His Excellency confirmed that the MoU signing with Majid Al Futtaim Retail reflects the Ministry's efforts to strengthen relations with the private sector, provide opportunities for national producers to showcase their products, promote Emirati products, and raise customer awareness of the quality and competitiveness of national products. This promotion also encourages customers, both citizens and residents, to embrace these products and make them their first choice. This supports the growth of national industries and enhances their competitiveness, regionally and internationally.

### Strategic Partnership

**Dr. Günther Helm, Chief Executive Officer at Majid Al Futtaim – Retail, commented:** “We are proud to be partnering with the Ministry of Industry and Advanced Technology to help advance the UAE's vision for industrial growth by empowering national producers through enabling access to our customers across Carrefour's omnichannel presence through various product displays and promotions. With over 126 stores across the UAE, we will dedicate spaces, in-store and in-app promotions, and trial inducing discounts of up to 35% on selected products during May to secure high-level visibility for their high quality, affordable products. Through ‘Make it in the Emirates’, we aim to play a role in making locally produced products a preferred choice for our customers.”

He added: “This commitment aligns with the spirit of the 'Year of the Community 2025', recognising the vital role collaboration plays in driving both economic growth and social development and in strengthening the UAE's industrial capabilities. Through our partnership with the Ministry of Industry and Advanced Technology, we are building stronger, more resilient supply chains, and offering more variety to our customers – a testament to our commitment of care to the communities in which we operate.”

### Boosting Demand

The MoU will oversee collaboration across several strategic areas, with efforts focused on boosting demand and raising customer awareness for high quality, food and non-food products that are proudly made in the UAE. This will be additionally supported by providing “Make it in the Emirates” brands with enhanced visibility and customer education campaigns through social media and customer engagement.

Moreover, as part of its commitment to supplier education, MoIAT will assist in educating suppliers throughout the MoU period, with the requirement that, starting next year, only products featuring the official MIITE stamp on packaging will be eligible for in-store highlights under this initiative.

**-ENDS-**

**Note to the Editor:** The legal name of this company is “Majid Al Futtaim” and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

**Disclaimer:** All facts and figures in this release are accurate at the time of issuance.

### **About Majid Al Futtaim Retail:**

Founded in 1992, Majid Al Futtaim is an Emirati-owned, diversified lifestyle conglomerate operating shopping malls, communities, retail and leisure outlets, across the Middle East, Africa and Asia. The Group employs 43,000 people, with owned assets valued at US\$19 billion, and has the highest credit rating (BBB) among privately held corporates in the region.

Majid Al Futtaim Retail holds the exclusive rights to operate Carrefour across 12 markets in the Middle East, Africa, and Asia, with a network of over 390 stores. It is also the owner and operator of HyperMax, a new grocery retail brand with 44 locations in Jordan and Oman. Additionally, the Group operates Supeco, its latest grocery retail concept—a low-cost hybrid model that combines a traditional supermarket with a wholesale warehouse—across 15 locations in Egypt, and Myli, the Group’s health and beauty brand, operating in 12 stores across Asia and North Africa.

To meet the growing needs of its diverse customer base and communities, Majid Al Futtaim Retail offers omnichannel customer experiences tailored to the needs of the modern consumer. Through its innovative physical and digital customer services, Majid Al Futtaim Retail provides access to an unrivalled choice of quality products, at unbeatable value for over 700,000 customers it serves daily.

Aligning with the Group’s commitment to support local economies, local producers and suppliers, Majid Al Futtaim Retail resources over 80 percent of its products from the region.

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