



The Offices, 02 Building  
One Central  
Dubai World Trade Centre  
PO Box 9204  
Dubai - United Arab Emirates

**October 24, 2022**

**To all the Members of the AIPPI - UAE National Group**

**Subject: 8<sup>th</sup> Circular/ 2022**

Dear all,

We trust you are well.

- **UAE-Indonesia signed a Comprehensive Economic Partnership Agreement (CEPA)<sup>123</sup>**

In an attempt to boost relations between the two countries, UAE and Indonesia have signed a new economic pact, which is expected to design a new route for Indonesian businesses to increase exports to the UAE markets. This agreement is Indonesia's first with a Gulf country and the UAE's first with a Southeast Asian nation.

The pact was signed by Indonesia's Trade Minister Zulfikli Hasan and the Minister of the UAE Ministry of Economy Mr. Abdullah bin Touq Al-Marri.<sup>4</sup> It was witnessed by Indonesian President Joko Widodo and UAE President Sheikh Mohamed bin Zayed Al-Nahyan.

The talks included ways to effectively upgrade the trading system between the two countries, including eliminating tariffs and boosting investment. Although the full text of the pact was not

---

<sup>1</sup> <https://www.mofaic.gov.ae/en/missions/jakarta/media-hub/embassy-news/cepa>

<sup>2</sup> <https://www.arabnews.com/node/2115221/world>

<sup>3</sup> [https://www.kemendag.go.id/storage/article\\_uploads/533WFRtjOf6gHpkRrBzzEfKmPgTF5qM5Uuyolkuc.pdf](https://www.kemendag.go.id/storage/article_uploads/533WFRtjOf6gHpkRrBzzEfKmPgTF5qM5Uuyolkuc.pdf)

<sup>4</sup> <https://twitter.com/MohamedBinZayed/status/1542873742480637954>

published immediately, the agreement involves chapters on tourism, intellectual property rights, and mutual recognition of each country's Halal certification.

The inclusion of Intellectual Property as one of the aspects of this agreement shows that Indonesia continues to focus on promoting the importance of Intellectual Property Rights, especially for the creative industry, in order to increase the export of Indonesian products and services to the UAE.

It is worth mentioning that the Halal-Food industry is another reason why Indonesian businesses have seen tremendous potential in the Middle East market. The said agreement stipulates the bilateral recognition of Halal Certification issued by the two countries. This is expected to create further opportunities for the two countries to trade in Halal products.

In recent times Indonesia has become known as the world's modern Muslim fashion trendsetter, it has also supported the growth of the modern Muslim fashion industry globally. The UAE has been Indonesia's strategic partner for many years, especially since the two countries share a common goal of promoting a modern Muslim outlook as can be seen in the tremendous growth of the "modest fashion" industry in the two countries.

These longstanding ties between the two nations should accelerate growth and boost mutual trade as well as increase the volume of IP practices, such as trademark registration and enforcement, by Indonesian businesses in the UAE and vice versa. This agreement is therefore expected to be a game changer for Indonesian businesses, as it is expected to carve a new route for them to enter the UAE, which is a hub for exports to other countries in the Middle East.

Kind regards,

On behalf of the Communication Committee

Authored by: Maria Farrukh Irfan Khan

Verified by: Ziad Sunaa