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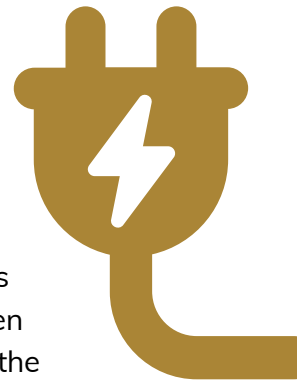
The Electric Vehicles Sector in the UAE



The UAE in recent years has spearheaded its efforts in advancing and accelerating the adoption of green mobility. This stems from its larger and ambitious goals towards climate action and sustainability, which include realising the following targets by 2050 –

- **Achieving net zero emissions**
- **Reducing energy consumption in the transport sector by 40 percent through increased share of electric cars and buses**
- **Cutting carbon emissions by 10 million tonnes**

At the core of these green mobility initiatives is the transition to Electric Vehicles (EVs). This is substantiated by the extensive set of policies that have been introduced by the UAE Government, as well as the individual Governments of the different Emirates.



Global EV Market Project



Notably, in May 2023, the UAE Ministry of Energy and Infrastructure (MoEI) launched the Global EV Market Project in line with the 2023 National Electric Vehicle Policy that was launched shortly thereafter, with an aim to transform the UAE into a global market for electric vehicles. The objective of the policy is to increase the share of electric vehicles to 50 percent of total vehicles on the country's roads by 2050.

This will be achieved through a systematic set of policy measures aimed at targeting both supply and demand levers. The government is installing EV charging stations in all Emirates to better facilitate travel for EV owners. This will be done in collaboration with EV manufactures and investors. The project aims to open communication channels between government and private

sector stakeholders and increase meaningful partnerships with major smart mobility players. The Ministry of Energy and Infrastructure has signed several cooperation agreements with Etihad Water and Electricity (EtihadWE), Bee'ah Group, and the American University of Sharjah, as well as leading EV manufactures and investors, including Audi, Siemens, BMW, Jaguar Land Rover, NEV Investment, Mercedes-Benz, General Motors, and Porsche. As per the agreements, MoEI's private sector partners will play a key role in promoting the EV market in the UAE. They will invest in establishing EV charging station and operate them, in addition to invest in setting up EV service centres across the country to offer dedicated services to EV owners. These measures are already showing results as the UAE today has one of the highest charging-station-to-vehicle-ratios in the world.



Apart from this the government is also providing a multitude of incentives to generate demand for electric vehicles. These include the exemption of EVs from road tolls, providing a cost-saving advantage for owners as well as waiving registration fees for electric cars, making initial purchases more affordable.

Dubai Green Mobility Strategy 2030.



The policy aims to reduce carbon emissions in the transportation sector and promote sustainable ways of getting around the city. The major pillar of the strategy is encouraging the adoption of EVs in Dubai, and for this purpose it has set certain specific targets. The first one is that 10 percent of all vehicles sold and 30 percent of all public sector vehicles should be electric or hybrid by 2030, further there should 42,000 electric cars on the roads of Dubai by the same year. The policy also intends to invest in promoting public transportation like electric buses, to provide a clean and efficient alternative to private

vehicles. The Dubai Electricity and Water Authority (DEWA) launched the EV Green Charger Initiative, which has a target to install 1,000 charging stations by 2025. Through this initiative EV users can easily charge their vehicles through the wide range of DEWA charging stations across Dubai by registering for the EV Green Charger service. The number of EV owners registered under the initiative has increased from a mere 14 in 2015, when it was launched, to more than 13,959 by the end of December 2023. The EV Green Chargers also witnessed a 59 percent surge in service usage in 2023, as compared to the year before.

Abu Dhabi Green Bus Program



This program aims to convert Abu Dhabi into a green zone by transforming its public transport system to be fully environmentally sustainable by 2050. The program entails an evaluation phase where the government will forge several partnerships and conduct comprehensive analysis of various models of hydrogen and electric-powered buses on technical and operational parameters. This phase will last up till the third quarter of 2025. The outcomes and findings of this assessment phase will act as the basis for the gradual transformation of the Emirate's public transport fleet. In this way it serves as an innovative platform where the public and private sector can cooperate to develop advanced solutions in the transport sector. The Integrated Transport Centre (ITC) under the Department of Municipalities and Transport, hosted the Green Mobility Forum in November 2023, where they signed several partnership agreements with manufacturers of hydrogen and electric buses. One of these partnerships included one with Al Khoory Automobiles, where the latter delivered Chinese based company, Yotong's green buses to the ITC, that aims to deploy these vehicles under its Green Bus Assessment programme launched earlier in

2023. This programme aims to exchange knowledge with international technical experts to advance the development and localisation of innovative solutions for the public transport system In Abu Dhabi.

All of these policies have contributed to the strengthening of the EV market in the UAE. These can be highlighted through the points mentioned below -

- The UAE was ranked seventh globally and first in the MENA region in the Global Electric Mobility Index Readiness Index 2023.
- The EV market in the UAE is forecasted to grow at an annual rate of 27.2 percent between 2023 and 2027.
- 82 percent of consumers in the UAE are willing to purchase an EV as their next vehicle, showcasing increasing demand as well as awareness about the environmental benefits of adopting EVs

The UAE's growing leadership in the green mobility sector is further exemplified by the number of significant events that it hosts, which highlights the country's dedication to reaching sustainable urban mobility solutions as well its pivotal role in driving innovation within the green mobility sector.

Some upcoming events in the UAE are listed below:

1. Electric Vehicles Innovation Summit (EVIS2023) – 20-22 May 2024

Held annually, this Abu Dhabi based trade show and conference focuses on the region's transition to electric mobility. With government backing and a focus in clean transportation. EVIS is a key event for EV industry players.

2. Mobility Live ME – 30 April – 1 May 2024

Held in Abu Dhabi, the event will bring together industry professionals, technology and experiences to explore the sector of sustainable mobility. A major theme is electric vehicles, and event will promote new partnerships and investments in start-ups. A free-to-attend multi-brand exhibition will be held, hosting multiple country pavilions and over 250 exhibitors showcasing cutting edge solutions from the region.

3. ITS World Congress 2024 – September 16th – 20th

The 30th edition of the ITS World Congress will be held in Dubai. The mission of the event is to raise awareness of smart mobility solutions among policymakers, experts and the general public. Clean Mobility is one of the focus areas of this year's Congress, which will host over 200 technical sessions, as well as an international exhibition.

KEY STAKEHOLDERS

1. Ministry of Energy and Infrastructure (MoEI) –

MoEI is the central government body driving the EV sector in the UAE, and responsible for developing and implementing the National Electric Vehicles Policy. This policy sets the overall framework for promoting EVs, including infrastructure development, incentives for manufacturers and consumers, and regulations for EV safety and battery recycling.



Key person: H.E. Eng. Suhail Al Mazrouei, Minister of Energy and Infrastructure

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2. Roads and Transport Authority (RTA) –



Dubai's Road and Transport Authority (RTA) is responsible for promoting EVs within the transportation sector, including integrating EVs into public transportation fleets. They routinely collaborate with private companies to encourage the adoption of EVs. The RTA has signed multiple partnerships with specialised global bus manufacturers to improve public transport sustainability.

Key person: HE Mattar Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority – Dubai

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3. Integrated Transport Centre (ITC)

The Integrated Transport Centre (ITC) of Abu Dhabi under the Department of Municipalities and Transport, plays a significant role in promoting EVs within the Emirate by implementing a number of initiatives that align with Abu Dhabi's sustainability goals and the national EV agenda. In this regard, the ITC has launched multiple fleets of electric buses in Abu Dhabi and launched the Green Bus Assessment Program (GBA) in 2023.



Key Person: H.E Abdulla Al Marzouqi, Director General of ITC

Contact: <https://www.dmt.gov.ae/en/ContactUs>

India stands to Gain from the UAE's Electric Vehicle Push

The UAE's ambitious plans to accelerate electric vehicle (EV) adoption presents exciting opportunities for Indian stakeholders.

A Booming Market for Exports and Expansion: The growing UAE EV market offers a prime target for Indian EV manufacturers. This translated to export opportunities for Indian EV manufacturers and a chance to expand their footprint globally.

Gateway to the Middle East and beyond: The UAE acts a trade and commerce hub for the Middle East. A successful entry into the UAE market could serve as a stepping stone for Indian EV companies to access a wider market across the region.



Strategic Partnerships: The UAE government is actively seeking collaboration with the private sector to build its green economy, which is still under development. This presents a golden opportunity for Indian EV companies to partner with the UAE government through various initiatives. This paves the way for joint ventures and partnerships across the entire EV industry spectrum.

Some examples of these collaborations are listed below:

- **December 2023**

With the support of the Ministry of Energy and Infrastructure (MoEI), BEEAH Group and India based, LOHUM, a leading eco-friendly battery materials producer, announced the establishment of a recycling plant for end-of-life batteries from electric vehicles. This first of its kind plant in the UAE, will contribute to the country's drive to become a global hub for sustainable mobility as it will provide local car dealers and manufacturers with an eco-friendly solution for EV batteries at the end of their life. The Ministry is also providing support to the plant as part of their Global EV Market initiative.

- **June 2023**

Al-Futtaim Automotive, one of the main vehicle distributors in the UAE, invested \$15 million in River, a Bengaluru-based electric two-wheeler startup. The company praised River's vision and commitment to in-house product development, expressing confidence in their success both in India and internationally. The funding received will strengthen River's manufacturing and distribution networks.

List of major car dealers in the UAE

Car Dealers	EV Manufacturer
Al-Futtaim Group	Volvo, BYD, Polestar, Toyota
Arabian Automobiles	Nissan, Renault
Juma Al Majid Group	Hyundai, KIA
AGMC	BMW (Dubai and Sharjah)
Abu Dhabi Motors	BMW (In Abu Dhabi)
Al Nabooda Automobiles	Audi, Volkswagen, Porsche
Al Tayer Motors	Ford, Jaguar, Land Rover
Gargash Enterprises	Mercedes-Benz, GAC
Al Ghandi Auto	Chevrolet
Inter Emirates Motors (IEM)	MG Motor
Ali & Sons Company (L.L.C)	Xpeng
Tesla Stores	Tesla
Al Habtoor Motors	Mitsubishi