



Annual Report

2023



أبوظبي البحرية

ABU DHABI MARITIME

PART OF AD PORTS GROUP

IN COOPERATION WITH
DEPARTMENT OF MUNICIPALITIES
AND TRANSPORT

Annual Report

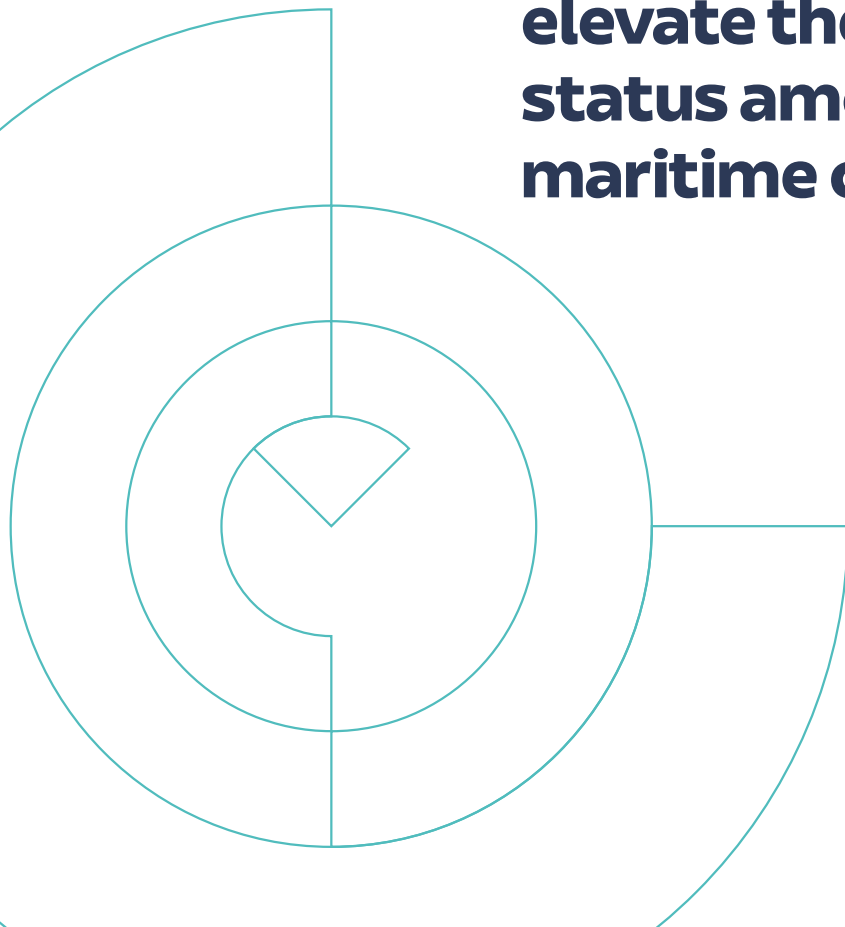
2023

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Welcome to Abu Dhabi Maritime's Annual Report. Abu Dhabi Maritime was established in May 2020 through an agreement between AD Ports Group and the Department of Municipalities and Transport (DMT) to elevate the Emirate's status among the global maritime capitals



01 STRATEGIC HIGHLIGHTS

Introduction

AD Maritime serves as the primary custodian of Abu Dhabi's maritime sector, operating under the guidance of DMT and the Integrated Transport Centre (ITC), with a mandate to regulate, govern, and manage the Emirate's waterways and maritime activities effectively.

Abu Dhabi Maritime represents the local maritime ecosystem and serves as a unifying identity for the Emirates' maritime industry, driving initiatives and collaborations for a sustainable blue economy. Since its inception, Abu Dhabi Maritime has demonstrated exceptional growth, earning international awards and accolades. With a 99.7% compliance rate with regulations, Ad maritime ensures customer satisfaction and introduces innovative services. It is committed to sustainability, providing top-tier infrastructure in leisure marinas, and delivering impeccable public water transport services with a strong focus on safety, reliability, and efficient intermodal transport system usage in Emirate.

AD Maritime leads in decarbonization efforts and environmental stewardship for the sector, excelling in international benchmarking for excellence. It collaborates with global maritime organizations to influence maritime laws, strategic policies and bench marking for operational excellence. Abu Dhabi Maritime implements various sector-related functional strategies emanating from Emirate Foundation strategy. Provision of various platforms for the development and growth of maritime industry and community. Working closely with partners and stakeholders, Abu Dhabi Maritime is dedicated to ensuring the Emirate's cultural, social, and economic prosperity by implementing the highest health, safety, environmental, and quality standards.

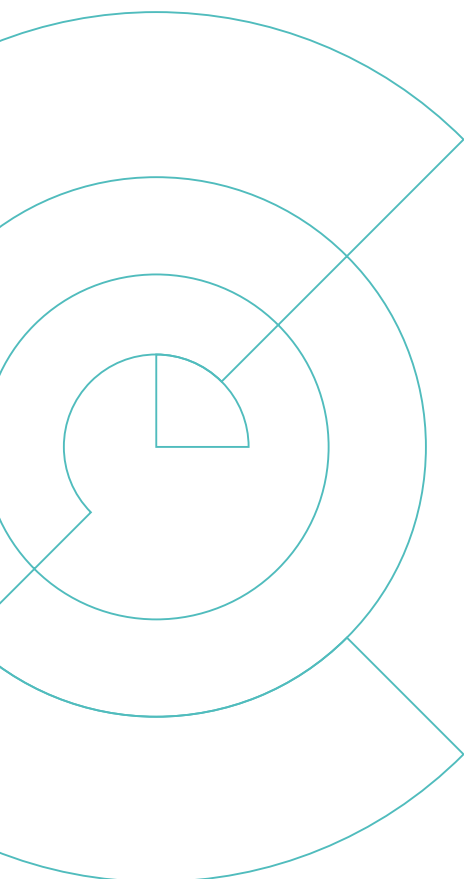
Abu Dhabi Maritime is on a growth trajectory, particularly between 2021 and 2023, with an increase in flagship initiatives, CAPEX projects, maritime operations, waterways services, and infrastructure development. Noteworthy achievements include a fourfold increase in strategies, plans, and maritime initiatives implementation. The Waterways Division demonstrated an impressive 820% growth in the provision of navigational aids, and an 850% increase in maritime activity NOCs processed. The Infrastructure Division saw a 129% growth in CAPEX projects and a significant rise in berths provided over the same period. These achievements underscore Abu Dhabi Maritime's pivotal role in driving operational excellence and fostering development within the maritime sector, making it a key player in the industry's success story.



About us

**As the custodian of
Abu Dhabi's waterways,
we are guided by our
leadership's vision to
position the Emirate
as a leading global
maritime capital.**





Vision

**Position Abu Dhabi
as a leading global
maritime capital**

Mission

**Be the custodian of Abu
Dhabi's maritime sector**

Our Mandate

As we are committed to reinvigorating the development of the maritime sector, we effectively manage and oversee Abu Dhabi's waterways by implementing consolidated, community and business-focused rules and regulations and providing best-in-class marine infrastructure and services.



Develop maritime
sector strategy and
ensure compliance



License maritime
activities in Abu Dhabi
waters



Monitor and enforce
regulations and codes



Participate in investigation



Share data and
knowledge on
maritime sector



Deliver special
projects



Register maritime
assets operating in
Abu Dhabi waters



Facility management



Develop and maintain
safe waterways



Public water
transport

Our Operational Model

” Our operational model is designed on service excellence and strategic management principles, focusing on collaboratively engaging with our stakeholders and maritime community



Abu Dhabi Maritime is currently divided into 7 divisions.

1 - Maritime Strategy & Regulations

The Strategy and Regulations Division stands as the architect of the Emirate's maritime strategy. Tasked with continuous evolution, the division crafts, updates, and executes strategic and operational plans, orchestrating Abu Dhabi's elevation to an outstanding global maritime hub. It sets the strategic framework for sector management; it shapes regulations, standards, and guidelines that drive stakeholder and community engagement.

The division engineers a cohesive strategic plan stimulated by a robust regulatory framework. Demonstrating an unwavering commitment, the division spearheads a dynamic strategy, championing the digitalization of services, fostering stakeholder connections, and leveraging feedback to refine and elevate the calibre of our services, driving Abu Dhabi towards maritime excellence on the global stage.

2 - Licensing & Inspection

The division inspects maritime companies, marinas and coastal infrastructure within mandated areas for compliance with unified code of practices, operating procedures and industry standards. L&I division conducts mandatory, routine and random inspections of the vessels, Jet skis and other floating assets to ensure compliance with regulatory and safety requirements. It participates and performs (as required) the incident investigations for safe, secure and environment friendly practices and operations in Emirate maritime sector. It continuously improves occupational health, environment and safety standards per Abu Dhabi occupational health requirements.

3 - Waterways

The division is vested with responsibilities to ensure the safety of an extensive network of waterways with the optimum availability of extensive network of Aids to Navigation stretched over a 2,400 km coastal areas for 24/7.

The division patrols through more than 340 km of prominent waterways for wrecks, debris & obstruction throughout the year to ensure clean, safe and unobstructed channels. As part of its commitment to promote safety on Abu Dhabi's waterways and sustainability of the marine ecosystems, AD Maritime continuously identifies and reports waterway hazards, in line with the latest international and regional maritime practices and regulations, issues NOCs and permits for maritime activities through portal.

With the launch of the first comprehensive and informative safety mapping of all waterways within the emirate in 2021 to enhance the navigational safety, maritime community is provided with unique and dedicated Digital APP "Al Nalia" identifying connectivity routes, marinas in vicinity, fueling stations, and dedicated areas for water sports activities, such as swimming, motorized and non-motorized sports, as well as the use of jet skis in designated areas.



4 - Infrastructure

The Infrastructure division implements world-leading infrastructure, improved island connectivity, enhances business opportunities, fosters environmental habitat, and promotes serene living to communities.

It plays a crucial role in different stages of the project life cycle including Initiation, planning, budget allocation, execution, monitoring and reporting.

Also, responsible for regulating maritime development across the coastline of Abu Dhabi, infrastructure division process over 300 transactions/year of maritime infrastructure NOC.

5 - Abu Dhabi Maritime Marinas and Ferries Management

The division is mandated to manage and operate Abu Dhabi Public Water Transport and Maritime Facilities, including Ferries, Water taxis, Abras, Community Harbours, Marinas, Slipways, Kite Surf Beaches, Water Taxi Stations and Ferry Terminals to ensure the highest standards of safety and value-added services are provided to the users and the community at large.

The division brings the world's best practices, including innovative technologies such as 3D printing, sustainable solutions, and autonomous processes, fostering growth and expertise, enabling the community by enhancing our services across Public Water Transport services and Maritime Facilities in Abu Dhabi to ensure customer journey enhancement and celebrating and promoting business excellence across the maritime sector.

6 - Commercial and Business Development

The Commercial and Business Development Division at Abu Dhabi Maritime drives growth and financial success. Tasked with identifying new business opportunities, the division meticulously builds business cases for future projects, ensuring a strategic approach to revenue generation, it takes the lead in commercializing service areas. Maintaining crucial partnerships with key accounts, the division also oversees the rental of commercial retail spaces across facilities. Financial management ensures fiscal responsibility, including OPEX and CAPEX budgeting, financial analysis, invoicing, and collection.

7 - Maritime Hub, Abu Dhabi

The Maritime Hub was formed in 2023 following extensive research and benchmarking against other leading maritime cities such as Singapore and France. Founded on three core strategic pillars - Connect, Create and Collaborate, the Hub aims to harness collective synergies through cooperation across public and private sectors, thus bolstering growth across the entire maritime ecosystem.

By engaging with the Hub through networking events, the maritime industry is benefiting from interaction with influential bodies, policy makers and a vibrant community of players covering offshore, maritime suppliers, shipbuilding, ship operating, dredging, maritime services,

Representatives from various segments of both the public and private maritime sector are leading the working groups, contributing innovative ideas, addressing challenges and guiding collaborative efforts to promote industry growth and development.

The Hub is also playing a role in facilitating the maritime industry's sustainability journey, by offering awareness, guidance and familiarisation on the pathway to decarbonisation, promoting best practice and the development of eco-friendly solutions to assist businesses in reducing their carbon footprint.

Maritime Activities in Abu Dhabi

Economics

90%
of total trade is
via sea

1,899
companies

Geography

2,400
km
coastline

45,000
sqkm
of waterbody

230+
islands

700 km
direct coastline



1,700 km
coastline around islands

Assets

100
Marine facilities

52
channels

23
ports

12
community harbours

5
commercial ports

6
petroleum ports

Vessels

72,382
vessel
movements

9,030
licensed
vessels

130
commercial
vessels

2,020
jet skis

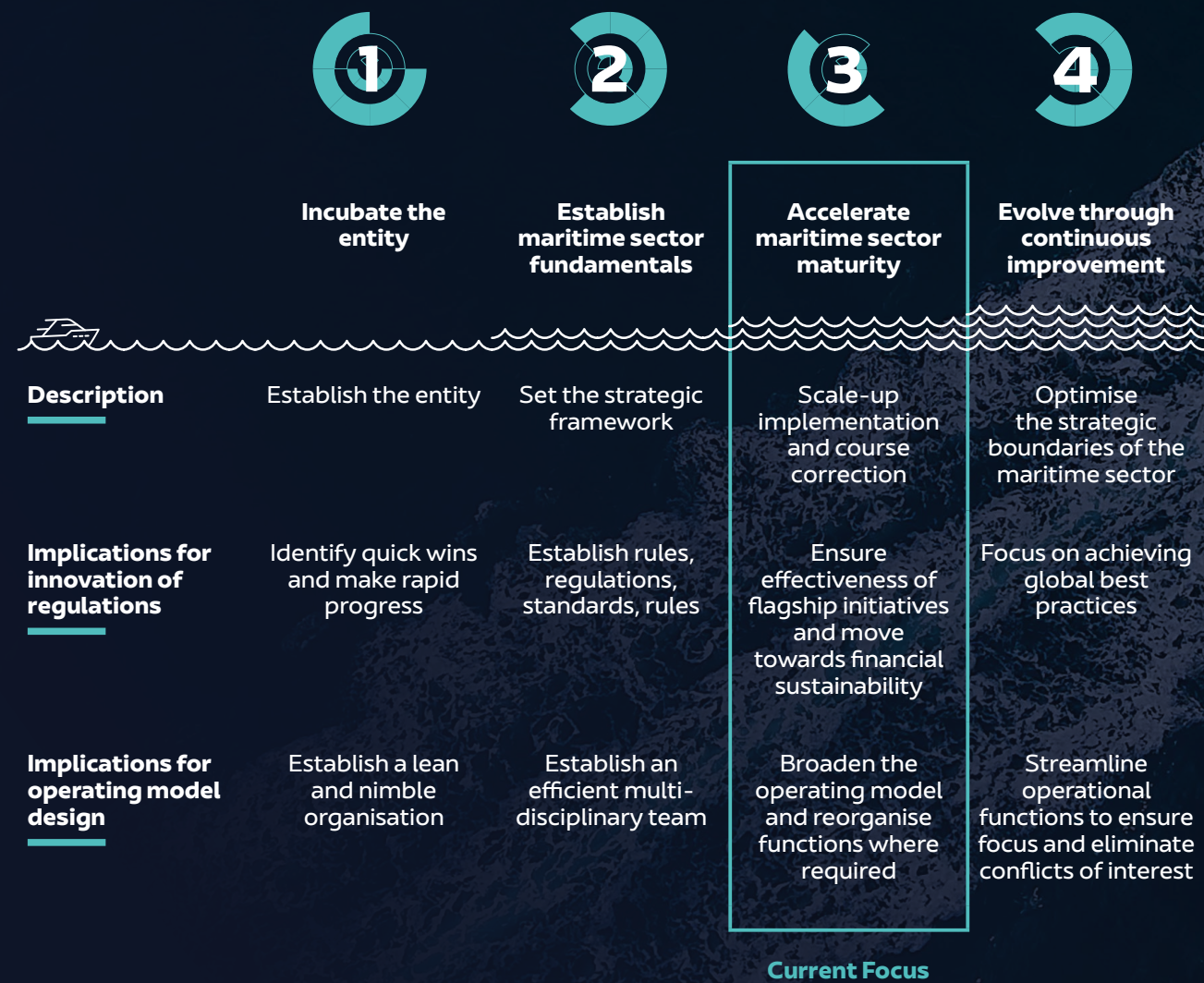
7,700
pleasure vessels

1,200
fishing boats

Our Strategic Canvas

In response to the dynamic growth of Abu Dhabi's maritime sector, we are committed to ensuring that our strategy and operational model remain agile and adaptable, aligning strategically with the evolving landscape of the thriving Maritime industry.

Strategy Evolution Pathway





02 OUR ACHIEVEMENTS (2023)

Strategy and Regulation

Key Numbers (Strategy)

5
strategies and plans

162
main initiatives

30+
stakeholder engagements

32
community engagements

15 MoUs and NDAs

MARITIME SECTOR STRATEGY

Plan Maritime 2030

162 + initiatives



Public Water
Transport Strategy



International City
Ranking

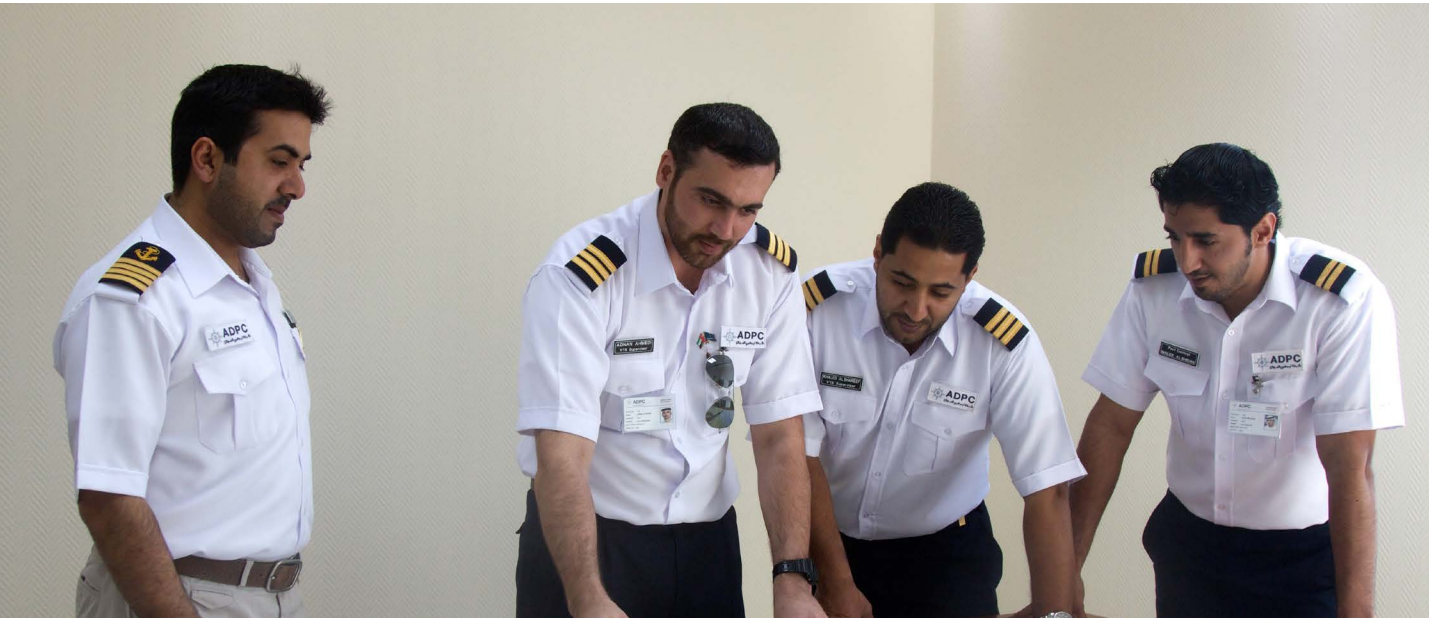


Super Yacht
Destination Strategy

Maritime Sector Strategy

In Pursuit of Emirate vision for: “Abu Dhabi to be among the leading Maritime Capitals with a safe, secure, and sustainable maritime domain”. The Maritime Strategy and Regulation Division is entrusted with formulating and implementing regulations and developing strategic initiatives to ensure the effective and safe functioning of the Emirate’s maritime sector. By balancing regulatory compliance with forward-thinking strategies, we strive to enhance maritime operations’ sustainability, efficiency, and safety on a global scale.

Enlightened through Emirate Livability Strategy, to improve & diversify Mobility offering, community maritime infrastructure, revitalizing and developing districts to meet community needs with efficient maritime local network, Emirates Maritime sector strategy is crafted to assist in the provision of an efficient, seamless and customer-friendly system supported by a fit-for-purpose strategic planning and execution that fulfils the needs of the maritime sector and attracts direct foreign investment.



1. Emirate's, Maritime Sector Strategy - Overarching, Public & Corporate Strategy

Design Principles



Maritime sector coordinator and strategic planner

The focal point of synchronizing and aligning the sector participants.



Staying true to serving the public interest

Ultimately serve all stakeholders across Abu Dhabi in developing maritime sector.



Ensuring mutual synergies with ad ports to be leveraged

Exploiting synergies with sufficient autonomy to fulfil the Abu Dhabi Maritime sector mandate



Aiming for an efficient operating model

A lean organization with preference for third party outsourcing (where appropriate) and digital enablement.



Aiming for financial self-sustainability

Revenues should be focused on the delivery of essential services and activities and aim to cover the costs of execution.

Key Strategic Objectives and Initiatives

Objectives



Be the strategic custodian of Abu Dhabi's maritime sector



Drive participation, customer happiness, and skill development in the maritime sector



Institute a fit-for-purpose maritime regulatory framework



Develop and enable essential public maritime infrastructure



Deliver and oversee the operations of public maritime services

Initiatives

- (1.1) Formulate integrated sector strategy harmonious with Abu Dhabi's maritime objectives
- (1.2) Establish a periodic integrated strategic planning process for the Abu Dhabi maritime sector
- (1.3) Establish Abu Dhabi maritime sector scorecard, performance management framework and reporting
- (1.4) Plan Maritime Strategy

- (2.1) Establish maritime sector stakeholder management programme
- (2.2) Establish communications and stakeholder outreach programme
- (2.3) Develop Abu Dhabi Maritime stakeholder experience strategy
- (2.4) Establish stakeholder feedback mechanism and satisfaction scorecard

- (3.1) Design and institute a comprehensive regulatory construct
- (3.2) Establish and operationalise an efficient regulatory compliance and monitoring system, including licensing and registrations
- (3.3) Establish regulatory effectiveness management and continuous improvement process

- (4.1) Develop a framework and process for managing the delivery of new maritime infrastructure projects and maintaining existing infrastructure assets
- (4.2) Deliver capital projects as set out in the strategy and the current plan, including :
 - Connectivity
 - Berths
 - Launching facilities

- (5.1) Develop strategy and operational construct for establishing public maritime operations in Abu Dhabi
- (5.2) Establish efficient and effective ongoing management and monitoring of public maritime service operations (transport and infrastructure)

2. Plan Maritime 2030



Plan maritime 2030, Implementation & progress update is a culmination of Emirate efforts to position Abu Dhabi as a leading global maritime capital.

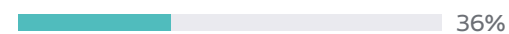
Abu Dhabi maritime is the Lead entity managing the Implementation of Plan with governance and knowledge-based decision making to ensure fulfillment of the maritime strategic objectives supervising through.

- Implementation committees and hierarchy of reporting and responsibilities.
- A bespoke online Monitoring Tool for monitoring the progress of the implementation of all Management Actions.
- Feedback, discussions, over understanding and updates of the vested management Actions and any constraints imposed.

Plan Maritime Implementation Progress 2023

Key Numbers

Progress 2023



7
entities

10
frameworks

82
management actions

Frameworks

- 1 Coastal & marine natural resource framework
- 2 Maritime transport framework
- 3 Safety & security framework
- 4 Blue economy framework
- 5 Marine water quality framework
- 6 Maritime utilities framework
- 7 Access & landscape framework
- 8 Recreation & tourism framework
- 9 Cultural heritage framework
- 10 Climate change adaptation framework

Entities

- Abu Dhabi Maritime (Lead entity)
- Department of Municipalities and Transport
- Department of Economic Development
- Abu Dhabi Ports Group
- National Guard Command
- Environment Agency – Abu Dhabi
- Department of Culture and Tourism

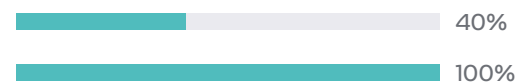




3. Global City Ranking Strategy

- Abu Dhabi maritime continuously working to facilitate growth in overall value creation in maritime industry by creating new profitable jobs, restructure the Maritime economy and support the transition towards a greener and suitable Maritime domain.
- High-quality education, R&D and innovation are one of the strongest focus at the agenda to ensure future sustainability of the maritime industry.
- Learning from other leading maritime cities on what makes them attractive and competitive: Abu Dhabi Maritime growing a maritime portfolio with a focus on the future will result in a competitive advantage and placing Abu Dhabi among the leaders.

Key Numbers



16+
initiatives

9
working groups

1
advisory committee

Abu Dhabi Global City Ranking Initiatives

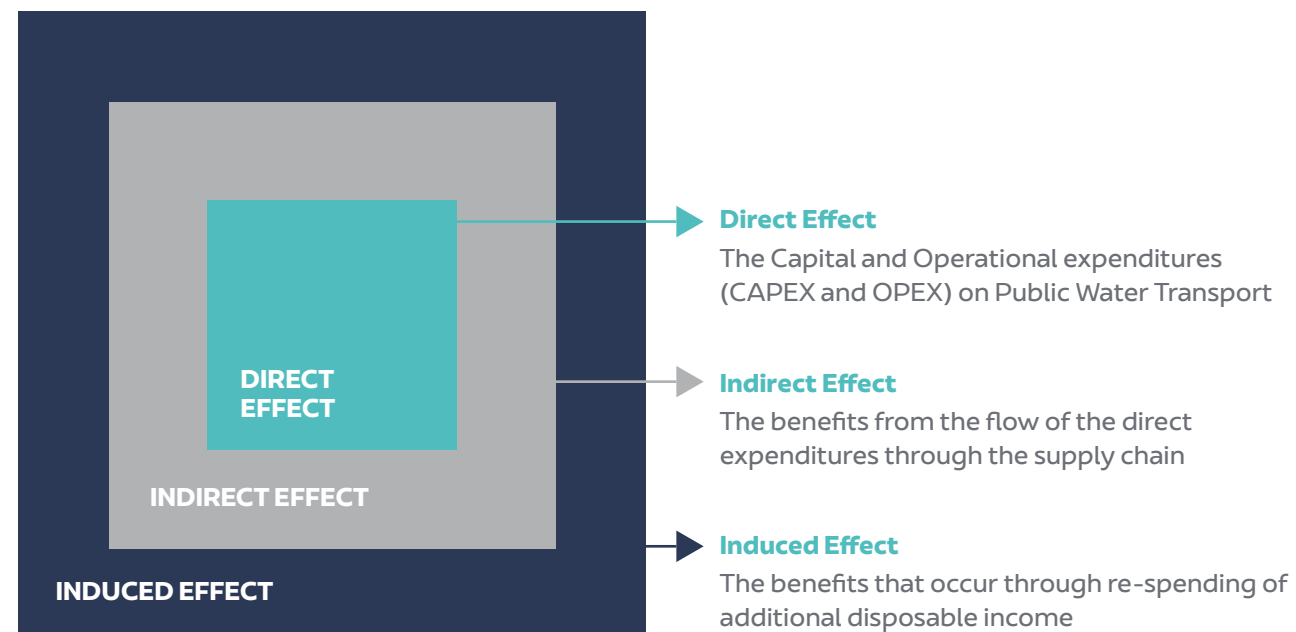
Global Visibility	Abu Dhabi Maritime Hub (ADMH)	Maritime Innovation Hub	Incentive Schemes
	Maritime Education	Abu Dhabi Maritime Fund (ADMF)	Increase CGT and Ship Ownership
Green Initiatives	Sustainability Framework	Alternative Fuel Bunker Infrastructure	
	Green Ship Recycling Facility	UAE Decarbonization Center	
Blue Economy	GDP Contribution	Bank Financing	Increase Stock Listing
	TEU Throughput	Increase PLSCI	Expend Port Terminal Operation

4. Public Water Transport Strategy

Public Water Transport is expected to generate direct, indirect, induced and catalytic socio-economic benefits.



Direct, Indirect, and Induced Benefits



Catalytic Benefits





5. Super Yacht Destination Strategy

A yacht is the pinnacle of luxury and luxury spending is increasingly experiential, spending on yachts takes a considerable 88% of the luxury market.

The second priority is to park this most valuable floating assets in most suitable place, serving its full requirements.

To promote Abu Dhabi as global maritime hub and attractive destination for super yachts, Abu Dhabi with well regulated waters, necessary infrastructure and facilities to serve visiting super yachts, initiated strategy for Emirate Quest to become global super yacht destination for this fast growing industry.

Core Pillars



Destinations & Berthing Facilities

- Berthing facilities
- Mooring facilities
- Anchorages
- Access to Islands
- Events and activities
- Channels



Repair, Refit & Fueling Facilities

- Repair, refit yards
- Boat building
- Recycling
- Fuel stations
- Mobile floating fuel stations



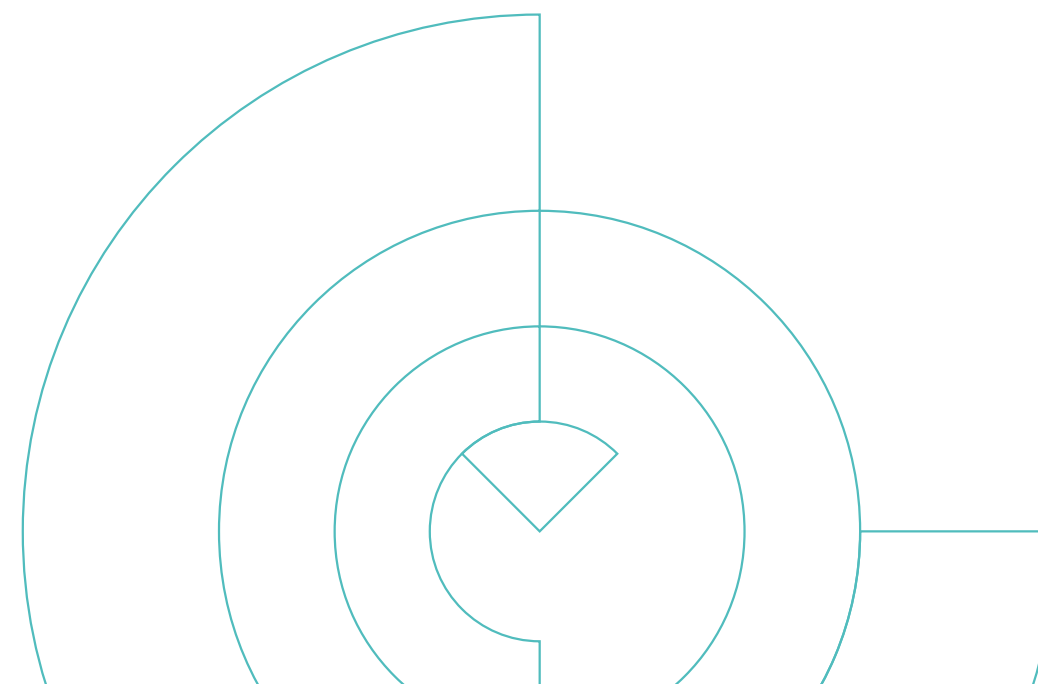
Ease of Regulations

- Unified UAE clearance, Dubai - Abu Dhabi
- Mina Zayed port call for formalities
- More locations for formalities
- Additional initiatives



Additional Initiatives

- JWC - reevaluation of WR listed areas
- Establishment of 2nd register
- Establishment of Fund
- Establishment of P&I Club



Maritime regulatory landscape

In collaboration with DMT and ITC, we developed the Code of Practices waterways safety regulations, issued zoning maps, speed restrictions, & Jet ski licensing, Assisted in revision, issuance and compliance with the Emirate and country convention obligations.

Newly issued regulations:

- The UAE government has recently issued the new federal Maritime Law No. 43 of 2023 on 28 September 2023 which is due to take force on 29 March 2024

Existing active regulations:

- Federal Decree by Law No. (43) of 2023 Concerning the Maritime Law
- Law No. (30) of 2019 Concerning the Establishment of the Department of Municipalities and Transport
- Zoning Maps and speed restriction determination of areas of use No. (36) of 2021
- Requirements for Code of Practice for Safe Marina Operations and Activities No. (37) of 2021
- Jet Skis regulations resolution No. (171) of 2017

Key Numbers (2023)

1 Code of practice for Marina operations issued



4 Operational codes of practice were drafted



1 Vessel design and building code drafted



1 Maritime infrastructure design code reviewed and updated



8 Approved authorized officers with judicial police training



1 Port regulation drafted



Effective and Impactful Stakeholder Management

10-19 March 2023

Al Dhafra Water Festival

15 - 19 March 2023

Wingfoil Racing World Cup Abu Dhabi 2023 - during Al Dhafra Water Festival.



Wingfoil Racing World Cup

15 February 2023

Marsa Mina to Louvre Water Taxi Launch

17 - 26 February 2023

Marine Heritage Festival Marine Crafts

27 February 2023

Swim 62 - Largest Water Safety Lesson



Al Dhafra Water Festival



Marine Heritage Festival



Swim 62

11 May 2023

Leisure Marine Association (LMA) Board Meeting as Abu Dhabi Maritime hosted members of the LMA at the company HQ to discuss the latest developments impacting the leisure industry in the region

13 May 2023

Dalma Race Festival - silver sponsor of Dalma race 6th edition and Abu Dhabi Maritime provided free ferry crossings for attendees throughout the event

15 June 2023

Plan Maritime Implementation Plan PMP - Technical Committee Workshop - The workshop provided an update on the action plan, and the plan tracking system was introduced and announcement of technical committee establishments

27 July 2023

151-152 Double-Ended Ro-Ro Pax Vessel - Med Marine Keel laying ceremony at Eregli Shipyard - Zonguldak, Turkey

1-9 November 2023

Strategic sponsor of the Abu Dhabi International Boat Show from 1 to 9 November and participated in an interactive stand

12 November 2023

Maritime Awards Ceremony the ceremony honoured marina facilities in MENA and Turkiye region



Maritime Awards Ceremony

13-14 September 2023

Inauguration of Al Dhafra Facilities (Sila and Al Fiyay) by His Highness

21 September 2023

Jet Ski Rental Companies Awareness Workshop

27- 30 September 2023

Monaco Yacht Show - Abu Dhabi Maritime participated in the Monaco Yacht Show

29 August 2023

Penguin Keel Laying, Singapore



Inauguration of Al Dhafra Facilities (Sila and Al Fiyay)

22-23 November 2023

Platinum sponsor and Gulf superyacht summit from 22 to 23 November and succeed to have the summit hosted in Abu Dhabi

5 November - 29 October 2023

Sponsored the international water sports event "OPTIMIST Asian & Oceania Championship"

xx November 2023

Breaking Guinness World Record title for the largest 3D printed boat



Guinness World Record breaking

18 December 2023

Maritime Hub announcement Townhall

14 December 2023

Maritime safety campaign

Supported UAE's bid for the IMO Council category B by participating with the country delegate to London



Maritime Safety Campaign



MoUs & NDAs

1. Emirates Classification Society (Tasneef)
2. Dalma Race Festival Sponsorship Agreement
3. Abu Dhabi Watersports Camp
4. LMA Sponsorship agreement
5. ADNOC Distribution
6. Zayed Port Master Plan NDA (Al Seer Marine)
7. Jubail Island Investment - Sole Proprietorship LLC
8. The Gulf Superyacht Summit 2023
9. Special Presidential Envoy for Trade and Investment
10. DCT MoU
11. Aspire NDA
12. Tadweer MoU
13. Monaco Yacht Show
14. Abu Dhabi Investment Office and General Civil Aviation Authority and Abu Dhabi Maritime and Department of Municipalities & Transport and Department of Economic Development
15. IODA Optimist Asian & Oceanian Championships

Speaking Opportunities

14 January 2023

IRENA International Renewable Energy
Agency Roundtable - St. Regis Hotel,
Saadiyat Island, Abu Dhabi

11 January 2023

Tasneef Conference



31 January 2023

AD TV to announce the launch of
the Water Taxi services project

24 February 2023

Studio 1

28 February 2023

Abu Dhabi Maritime X
Middle East Yachting
Conference at DIBS



19 March 2023

Al Dhafra Water Festival

15 May 2023

Seatrade Maritime
round table

18 May 2023

Seatrade Maritime
Logistics Middle East

21 September 2023

Participation in panel discussion at
Saudi Maritime Congress 2023

20 September 2023

Panel discussion at Grace
Preservation First Global
Conference

15 September 2023

Oloum Al Dar Interview for Capt. Saif
for Al Dhafra Inauguration

21 September 2023

Panel discussion - Dr Haya, Director
of Strategy & Regulations at Saudi
Maritime & Logistics Congress



22-23 November 2023

Panel discussion Gulf Superyacht
Summit



23 November 2023

Platinum sponsor and Gulf
Superyacht summit from 22 to xi
service with additional water taxi &
stops during Grand Prix - F1 23
November and succeed to have the
summit hosted in Abu Dhabi

Community Engagements



Seafarer Day Campaign

22 March 2023

Khasifa Island Beach
Clean-Up Campaign



Khasifa Island

25 June 2023

Seafarer Day Campaign -
Recognition of the day of the
Seafarer, Abu Dhabi Maritime
MD Capt. Saif took the
opportunity to recognize the
significant efforts of our marine
essential personnel who play a
vital ensuring our Water Taxis
and ferries navigate the waters
of Abu Dhabi safely

9-11 November 2023

Free water taxi rides for ADIBS visitors



Free water taxi rides for ADIBS visitors

12 November 2023

Best Environment award for Marinas
provided during the Abu Dhabi
Maritime Awards ceremony



Abu Dhabi Maritime Awards

7 December 2023

As part of CSR, we welcomed 16
Sorbonne University Abu Dhabi students
to Marsa Mina water transport station.



Sorbonne University Abu Dhabi Students

Waterways

Waterways achieved significant milestones in 2023, with an emphasis on safety, environmental sustainability, and efficient waterway management.

The continued commitment to innovation, collaboration, and regulatory oversight, is progressing Abu Dhabi's status as a leading maritime hub.

Issuance of Marine Notices & Circulars

Abu Dhabi Maritime has demonstrated its unwavering commitment to enhancing safety on Abu Dhabi's waterways and ensuring the sustainability of marine ecosystems. In alignment with the latest international and regional maritime practices and regulations, the organisation diligently identifies and reports waterway hazards.

In collaboration with our partners and stakeholders, Abu Dhabi Maritime actively collects information on recent developments that could potentially impact the safety of both recreational and commercial users. This meticulous process enables our team to issue timely maritime circulars and local marine notices, serving as crucial instruments in alerting and guiding users on compliance with various maritime requirements.

Abu Dhabi Maritime has achieved almost 100% increase in issuing local marine notices, underscoring our commitment to reducing incidents and violations. This proactive approach not only enhances safety but also contributes to the broader goal of environmental protection.

Key Numbers

100% KPI achieved for issuing NOCs and Permits on time.



100%  **Customer Satisfaction**

96 **Local marine notices issued from 2020 to 2023** 

176 **Marine activity NOCs and permits processed from 2020 to 2023** 

5 **Maritime circulars published in 2023** 

30% **In Channels maintained from 2021 to 2023** 

Issuance of NOCs & Permits

By facilitating increased access to maritime public services and leisure activities, Abu Dhabi Maritime plays a pivotal role in ensuring public safety and environmental sustainability through actively regulating marine infrastructure projects and activities in Abu Dhabi.

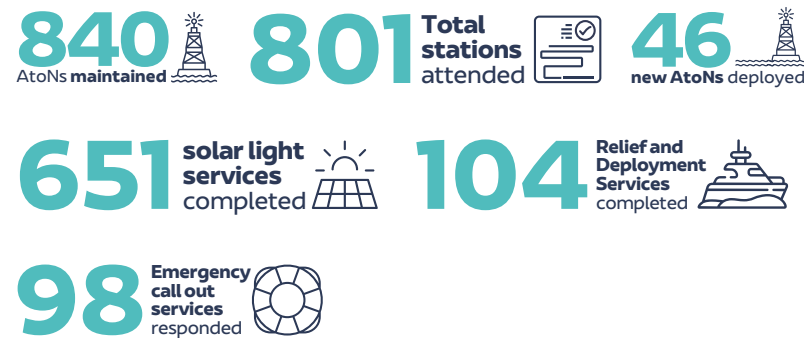
Exercising regulatory oversight, the Abu Dhabi Maritime team collaborates closely with developers, contractors, consultants, and marine operators. This collaborative effort involves a thorough review process, culminating in the issuance of No Objection Certifications (NOCs) and permits for infrastructure developments and activities. Notably, the division has achieved a significant milestone by increasing the issuance of NOC permits by almost 100% in comparison to previous years.

Emphasising efficiency and user-friendliness, the final issuance of NOCs and permits is executed electronically. This streamlined approach reflects our commitment to enhancing accessibility while upholding the highest safety and environmental responsibility standards.

Waterways Maintenance

Abu Dhabi Maritime's dedicated team excels in maritime safety, ensuring operational availability of Aids to Navigation (AtoN) 99.8% of the time, surpassing IALA requirements. We've deployed 46 new AtoNs, conducted 52 channel maintenance services, and responded to 98 emergency call-out services. The 24/7 availability of our channels enhances confidence in navigation and reinforces our commitment to continuous improvement. We ensure safe vessel navigation, meet international obligations, and strengthen our reputation. Locally, we optimise intermodal transport for communities and businesses. Trust in waterway safety is reinforced through our dedicated efforts.

Key Numbers (2023)



Mooring Buoys for Superyachts

Abu Dhabi Maritime has heightened its superyacht services with the successful deployment of 30 new mooring buoys at Abu Dhabi Corniche, Yas Bay and Sir Bai Yas Waterfront. The strategic initiative enhances the city's appeal, catering to the rising demand for luxury superyacht facilities. Located at three prime destinations in the Abu Dhabi and Al Dhafra region, these buoys provide secure mooring for yachts up to 50m LOA. Managed by Abu Dhabi Maritime Operations, this achievement not only signifies operational excellence but also positions for discerning yacht owners.



Safety Signages

In a move to bolster maritime safety and user awareness, Abu Dhabi Maritime has launched a comprehensive in-water signage initiative across the Emirate's waterways. A diverse range of on-ground signage has been placed to clearly demarcate designated areas for various maritime activities. This includes sites for swimming, jet skiing, motorised and non-motorised sports, ensuring designated zones are readily identifiable and adhered to, and preventing potential conflicts and accidents.

To effectively enforce speed limit zones, prominent signage displays established speed limits throughout different waterway sections, promoting responsible navigation and minimising the risk of speeding-related incidents.

By implementing impactful signage, Abu Dhabi Maritime takes a significant step towards creating a safer, more informed, and ultimately more enjoyable maritime environment for all users within the Emirate's waterways.

Key Numbers (2023)

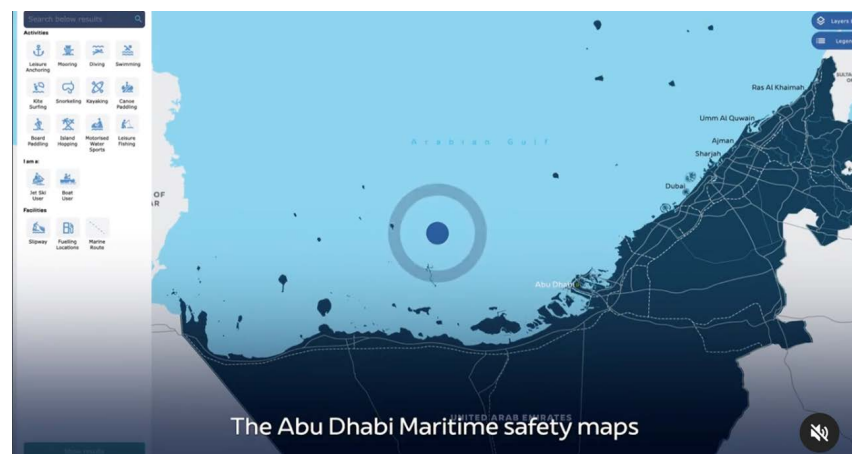


Maritime Safety Maps Updates

In a demonstration of its commitment to ensuring the safe and efficient utilisation of Abu Dhabi's waterways, Abu Dhabi Maritime, with the support of the Department of Municipalities and Transport (DMT), has undertaken a significant initiative. In 2023, the existing safety map from 2021 was updated to encompass new designated areas for jet skiing, delineate speed limit regulations, introduce additional leisure anchorages, and establish non-motorised zones for kite surfing activities across the entirety of Abu Dhabi's waters.

Aligned with global best practices and adhering to international and regional benchmarks, the updated Abu Dhabi Maritime Safety Maps in advances navigational safety and solidifies Abu Dhabi's stature as a premier maritime hub. The collaborative effort involved key stakeholders, including the Environment Agency — Abu Dhabi (EAD), the Department of Culture and Tourism (DCT), ADNOC, and the National Guard Command (NGC)

This proactive approach by Abu Dhabi Maritime, with the valuable support of DMT, not only underscores its commitment to safety but also signifies its dedication to staying abreast of evolving maritime dynamics.



4
layers

- Jetski Designated areas
- Jetski Pass through Areas
- Jetski Restricted Areas
- Swimming areas



6
group of
layers

22
layers

- Connectivity routes
- Speed Limits
- Restricted Areas
- Pass Through Areas
- Anchorage Areas
- Other Areas

Wrecks and debris removal

Abu Dhabi Maritime prioritises safe and eco-friendly waterways, implementing a legal framework for efficient wreck and debris management. Our dedicated mechanized system ensures the timely warning, removal, and processing of obstacles, guaranteeing unobstructed navigation. With an early warning and reporting system, we swiftly respond to emergencies, providing safe vessel navigation.

Our commitment extends to creating a habitat free from potential navigation and environmental hazards. We have removed 53 wrecks and debris from 45 locations, including broken pontoons, damaged boats, and drifted pipes. This ensures safe navigation, protects the environment and enhances community satisfaction.



Key Numbers (2023)

53
debris removed

66
tons of debris cleared

45
locations cleared

Al Nalia Application Enhancement

The Al Nalia Digital App, is a mobile application developed in tandem with updated waterways regulations to ensure a seamless user experience.

This app represents a significant stride in enhancing users' engagement with Abu Dhabi's waterways, as it pinpoints maritime activities, anchorage locations, speed-limits zones and more.

The Al Nalia app has evolved into a comprehensive one-stop shop, continuously refined by Abu Dhabi Maritime to cater to the diverse needs of both recreational and commercial users. It now features new tabs and functionalities, transforming it into an essential tool for maritime enthusiasts. Noteworthy additions include:

1. **Maritime Safety Maps:** Offering detailed insights into anchorage locations, restricted zones, speed limits, pass-through areas, connectivity routes, and dedicated spaces for various water sports activities.
2. **Weather Information:** Providing real-time weather updates to ensure users have the latest information for safe navigation.
3. **Hazards Reporting:** Enabling users to report and receive timely information about potential hazards on the waterways.
4. **Maritime Event Management:** Facilitating seamless coordination and access to information regarding maritime events within Abu Dhabi's waters.
5. **Marine Facilities Details:** Offering comprehensive information about available marine facilities, enhancing user convenience.
6. **Maritime Notices and Circulars:** Keeping users informed about the latest developments and regulations through timely notifications.
7. **Marine e-Services:** Providing convenient digital services for users to streamline various maritime processes.
8. **Marina Berth booking:** This valuable addition allows users to seamlessly browse, select, and reserve marina berths through the app, enhancing convenience for both recreational and commercial users navigating Abu Dhabi's waterways.



Accessible on both Google Play and the Apple App Store, the Al Nalia app embodies our commitment to continuous improvement, making essential maritime information and services readily available to waterway users in Abu Dhabi.

Waterways Signage Enhancement - Ongoing Project

Abu Dhabi Maritime launched a signage enhancement project in 2023 to improve the navigational safety in the Emirate's waterways, which includes seven initiatives:

- **62** Danger marker beacons
- **227** Special signage
- **900** Aids to Navigation (lateral buoys)
- **2** Waterway monitoring and control centres.
- **4** Support vessels
- **2000** Smart buoys
- Bathymetric and hydrographic surveys and development of Navigation Electronic Charts

The project is expected to improve navigation safety, reduce grounding incidents, and enhance the overall maritime experience for boaters and offers the following benefits:

Marking of shallow water: This will help to prevent boats from running aground.

Waterway users' awareness: The new signage will provide boaters with important information about the rules and regulations of the waterways.

Availability of navigation channels around the clock: The smart buoys will provide real-time data on water conditions, which will help boaters navigate safely.

Remote monitoring and rapid response: The support vessels will be able to quickly respond to incidents.

Updated navigational charts: The bathymetric survey will ensure that the charts are accurate and up to date.

Enhance monitoring of waterways: The smart buoys will collect data on water quality and maritime traffic, which will help to improve the management of the waterways.

Enhance support to waterways users: The new signage and support vessels will make it easier for boaters to get help if they need it.

The signage enhancement project is a major step forward in Abu Dhabi Maritime's efforts to make the Emirate's waterways safer, more secure, and more environmentally friendly.



Waterways Enhancement Project Scope 7 initiatives

- 1

62
Danger Mark Beacons

Benefits

 - Marking of shallow water
 - Enhancement of navigation safety
 - Reduce grounding incidents
 - Reduce asset damages
- 2

227
Special signage Buoys

Benefits

 - Waterways users awareness
 - Provide on ground signages for designated areas
 - Reduce safety violations
 - Users satisfaction
- 3

900
AtoNs Lateral Buoys

Benefits

 - Availability of navigation channels round the clock
 - Enhance safety of navigation
 - Enhance navigational confidence in waterways
 - Users satisfaction
- 4

Smart Buoys
medium/high traffic channels

Benefits

 - Improve maintenance
 - Remote monitoring and rapid response
 - Ensure 24/7 availability of aids to navigation
 - Navigation safety



Waterways Enhancement Project Scope 7 initiatives

- 5

Bathymetric Survey
covering unsurveyed areas and high recreational traffic

Benefits

 - Updated navigational
 - Enhance safety of navigation
 - Availability of updated waterways information
- 6

Waterways Unified Call & Support Centre

Benefits

 - Availability of navigation channels round the clock
 - Enhance safety of navigation
 - Enhance navigational confidence in waterways
 - Users satisfaction
- 7

4
Support Vessels

Benefits

 - Enhance support to waterways users
 - Customer satisfactions
 - Reduce waterways safety violations



Infrastructure

Abu Dhabi Maritime has ambitious plans, with ongoing and planned projects set to propel the Emirate toward a future of maritime excellence. These initiatives encompass diverse areas like infrastructure development, public maritime transportation, and economic expansion. Some of the key projects shaping the future of Abu Dhabi’s maritime horizon are:

Connecting Islands and Communities:

- Community ports: Marawah Island, Al Redim and Al Harmiya will welcome a community facility designed to connect residents and support local maritime activities.
- Public water transport plans that aim at, revolutionizing intra-city commutes and creating a vibrant water taxi network.
- Ferry terminals: Brand new terminals at Al Aliah, Saadiyat Island and Al Dhana will elevate the passenger experience, offering modern amenities and streamline travel for residents and visitors.
- High-speed ferries: Delma and Al Aliah islands will soon be accessible through swift and comfortable ferry services, augmenting connectivity and boosting tourism potential.

Enhancing Navigation and Access:

- New channels: From Saadiyat to Al Aliah and beyond, a new navigational channel will be dredged to facilitate smoother maritime traffic.
- Channel enhancements: Existing channels will be deepened and widened, ensuring safe and efficient passage for various vessels from pleasure crafts to superyachts.
- Landing craft ramps: Upgraded and new ramps in strategic locations like Musaffah and Al Sadr will improve connectivity to smaller islands and support essential logistics.

Thriving Hubs and Sustainable Practices:

- Island activation: Many islands will witness the creation of dedicated infrastructure, unlocking their potential for tourism, leisure, and sustainable development.

This is just a glimpse into the vast array of projects transforming Abu Dhabi’s maritime landscape. From streamlined infrastructure to community-centric initiatives and a focus on environmental stewardship, these endeavours promise a future where the sea is not just a physical connection but a driving force for progress and prosperity.

Al Aliah ferry terminal marine works



Key Numbers (2023)



Rabdan marina works completion



Key Numbers (2023)



Completion of Al Muneera and Al Zeina Public Water Taxi Stations



Key Numbers (2023)

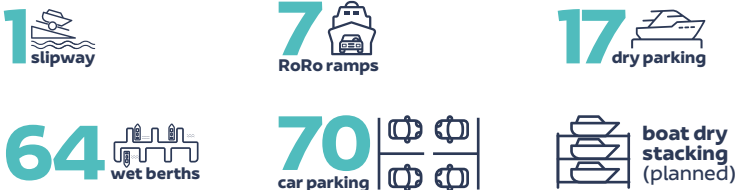


Completion of Saadiyat Terminal works



Key Numbers (2023)

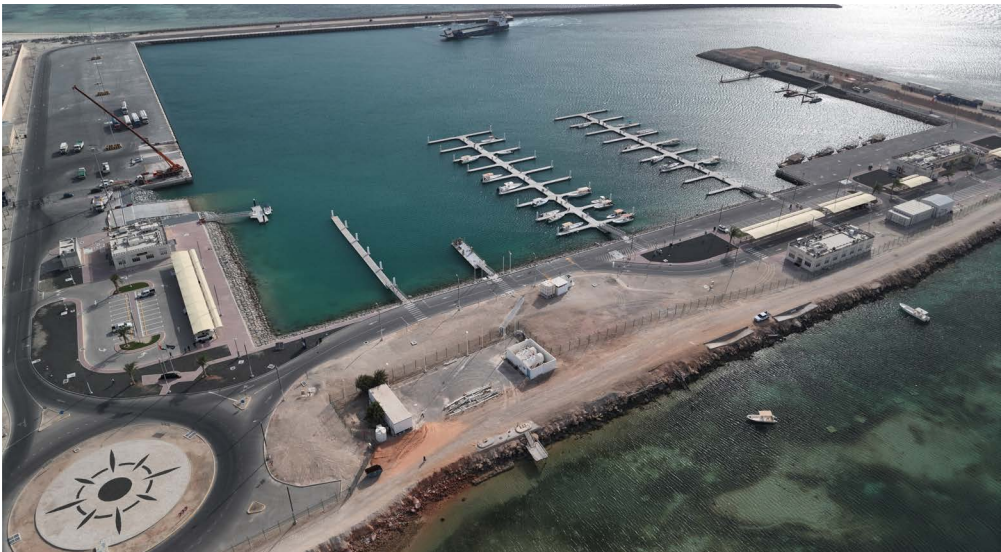
Facilities



Buildings



Sila Community Harbour work completion



Key Numbers (2023)

60
wet berths agreement

1 wet berths (dhow) agreement

57
slipway usage

10
shops agreement

1
restaurant agreement

Al Fiyay Island marine community inaguration



Key Numbers (2023)

1
slipway

24
wet berths

Completion of Mirfa dry parking project



Key Numbers (2023)

123 dry parking added

50 shaded parking

NOCs & Permits for Maritime Infrastructure Projects & Maritime Activities



Key Numbers (2023)

213 Infrastructure NOCs through Municipal e-NOC system

5 maritime circulars published

58 local marine notices issued

106 marine activity NOCs and permits issued



Operations

Abu Dhabi Maritime Marinas and Ferries Management

The division is mandated to manage and operate Abu Dhabi Public Water Transport and Maritime Facilities, including Ferries, Water taxis, Abras, Community Harbours, Marinas, Slipways, Kite Surf Beach, Water Taxi Stations and Ferry Terminals to ensure the provision of the highest standards of safety and services and value-added services to users and the community at large.

The division brings expertise and the world's best practices, including innovative technologies such as 3D printing, sustainable solutions, and autonomous processes to heighten growth. By enhancing our services across Public Water Transport services and Maritime Facilities in Abu Dhabi, we ensure customer satisfaction and promote business excellence across the maritime sector.

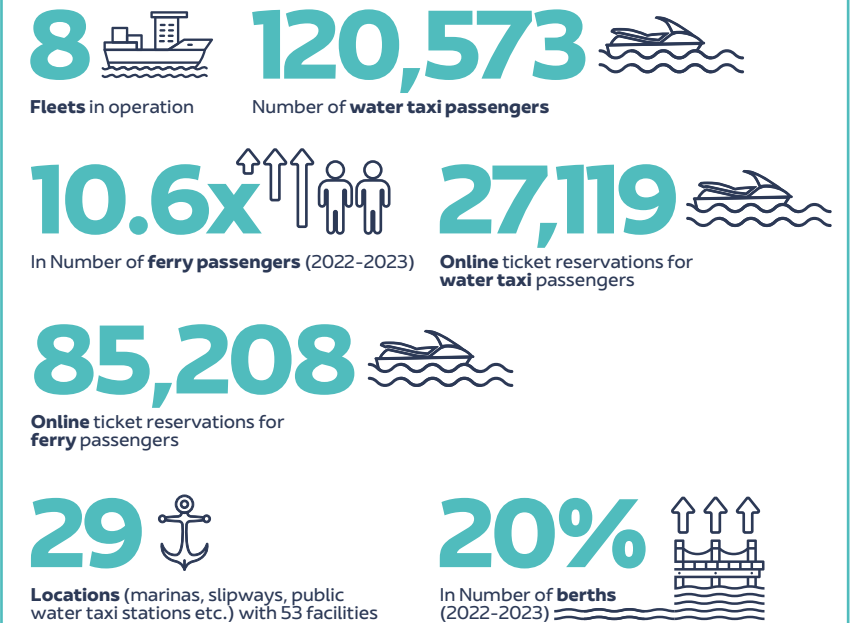
Public Water Transport Operation:

Abu Dhabi Maritime's objectives are in line with Abu Dhabi Emirate's strategy; to develop a Public Water Transport (PWT) system to enhance connectivity, promote tourism and increase its reputation as a top maritime destination. The Public Water Transport Directorate at Abu Dhabi Maritime manages, operates and maintains all ferry & water taxi services in the Emirate of Abu Dhabi.

Public Maritime Facilities Operations:

In line with Abu Dhabi Maritime's vision to be among the world's leading maritime centres, the Facilities Operation Department manages, operates and maintains all public maritime facilities in the Emirate of Abu Dhabi, such as community harbours, marinas, slipways, ferry terminals and water taxi stations. We are now considered as one of the biggest marina facilities operator in the Middle East.

Key Numbers (2023)



Services

Public Water Transport (ferry Service)

Ferry Services to serve the Al Aliah Island community by providing the following:

Ro-Pax ferry for passengers and cars transfer and LCT Vessel for trucks transfer between Al Saadiyat and Al Aliah Island

Ferry Services to serve the Delma Island community by providing the following:

Ro-Pax ferries for passengers and cars transfer between Al Dhanna City and Delma Island

Public Water Transport (Water Taxi Service)

Our water taxis operate on the following routes:

- Marsa Mina-Louvre Abu Dhabi
- Yas Bay-Al Zeina-Al Muneera-Al Bandar
- Yas Bay-Yas Marina-Yas Water's Edge

Public Maritime Marina & Facilities

Our Facility Operations manages **53 facilities in 29 locations** within the Emirate of Abu Dhabi providing the following services:

Concierge Services:

- Slipways dedicated to boats and Jet ski launches
- Tractors to ensure safe launching and recovery of boats
- Washing service utilising a power washer for boat washing and engine flushing

Leasing Services:

To serve our maritime communities better, we manage 50 shops, 4 workshops, 3 restaurants, and 4 kiosks for commercial leasing across Abu Dhabi and Al Dhafra Region.



Our Initiatives and Major Projects

Marina and Facilities Development

• Ramhan Marina Refurbishment

As part of a community development project, the Marina was refurbished and upgraded to support the local residents.

• Kite Surfing Areas (Yas and Al Raha Kite Surfing Area)

To support the maritime water sports activity, Abu Dhabi Maritime opened a Kite Surfing beach on Yas Island.

Al Raha Kite Surfing Area is open to kite surfing enthusiasts in Abu Dhabi. The Al Raha Kite Suring Area remains exclusive to EKA/SARF/ Abu Dhabi Maritime Kitesurfing members only.

We have achieved a remarkable demand, and almost 200 members have joined the kite surfing community.

• Al Nouf Marina

As part of our ongoing improvement efforts, we've recently completed a series of upgrades at Al Nouf Marina, including numbering the jetties and providing security, 24/7 support.

• Al Bateen slipway jet ski access

In order to encourage water sports activities and safe launching operations, the Al Bateen slipway was made accessible to jet-ski users.

• Free-of-charge Services

Complimentary services for boat washing and tractor launching and recovery are available at Abu Dhabi Maritime facilities in Abu Dhabi and in Al Dhafra Region.

• Free Boat Parking for UAE Nationals

We provide free boat parking –wet berthing and dry parking in Al Dhafra Region for UAE Nationals who are residents of Al Dhafra to benefit and support the local community and contribute to the growth of Abu Dhabi's maritime industry.



Facilities Inauguration

• Kite Surfing Areas (Yas and Al Raha Kite Surfing Area)

Yas Kite Surfing Area opened to the kite surfing communities. This inauguration was attended by Abu Dhabi Maritime, the Kiting Community, and Sheikh Ahmed Bin Nahyan.

Al Raha Kite Surfing Area opened to kite surfing enthusiasts in Abu Dhabi.

• Rabdan and Saadiyat Marina

In line with our commitment to providing state-of-the-art facilities for the Abu Dhabi maritime community, in association with the Abu Dhabi Department of Municipalities and Transport, Rabdan Marina and Saadiyat Marina were inaugurated in February 2024.

• Sila Community Harbour and Al Fiyay Island Marina

His Highness Sheikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative in the Al Dhafra Region, officially inaugurated Sila Community Harbour and Al Fiyay Island Marina in Al Dhafra Region. The developments are Department of Municipalities and Transport projects executed by Abu Dhabi Maritime, part of AD Ports Group. The Al Dhafra master development plan, being implemented under the supervision of His Highness, aims to strengthen the local maritime community by creating employment opportunities and preserving local heritage and culture.



PWT updates

• Water Taxi Service Expansion

In line with the PWT Strategy and due to the high demand for public water taxi services, Abu Dhabi Maritime enhanced the Public Water Taxi network by adding two more destinations, enhanced new routes, and more vessels.

• Delma Ferries Enhancement

The existing ferries, Yameela and Al Dhafra, have undergone major upgrades to enhance the customer journey

With a new enhanced interior, an upgraded onboard cafeteria, and overhauled engines and improved performance, to provide a superior customer journey.

Al Dhafra ferry improvements includes high-quality seats, a new cafeteria and a children's play area

• Al Aliah Ferry

As part of our social responsibility commitment towards the residents of the offshore islands in the Emirate of Abu Dhabi, an additional ferry will be in service between Al Aliah and Saadiyat Islands - Al Aliah ferry.

The latest addition to the Abu Dhabi Maritime fleet reduces the current travel time of this route. It has a maximum occupancy of 100 passengers in a comfortable air-conditioned lounge, equipped with a vending machine offering refreshments, and designated seating areas for families.

In addition to Al Aliah Ferry, a dedicated ferry "Fetaer 2" was introduced to transfer heavy vehicles more than 10 tons



Benchmark Studies

In line with Abu Dhabi Maritime Public Water Transport Strategy to benchmark with international entities and apply best practice to Public Water Transport and Public Maritime Facilities, Abu Dhabi Maritime officials conducted various benchmark studies:

- **Republic of Turkey:**

Istanbul Ferry & Water Taxi Lines is a government-owned and operated company. Running the ferry & Water Taxi services within Turkey's water boundaries and water taxis are connecting the cities within Turkey.

- **Republic of Maldives:**

M/s. Smart Own is a UAE-based company with one of the largest fleet operations in Maldives and water transport solutions to the industry in terms of large and small fleet operations, maintenance, and monitoring in Maldives.

M/S. Jalboot Maldives is a UAE-based company that specialises in delivering high quality, fully integrated marine solutions such as water transport, marina management, design and building of custom boats, watersports, and luxury charters. Jalboot Maldives is a pioneer in Marine Services in the Maldives where it is successfully serving some of the biggest resort Islands of the country.

- **Republic of Singapore:**

Pasir Panjang Ferry Terminal; Abu Dhabi Maritime visited the first electrically operated passenger ferry.

- **Roads & Transport Authority (RTA) – Dubai**

RTA water transport fleet has modern and traditional marine vessels, that aim to encourage the public to use marine transport such as Abra, the Water bus, the water taxi and Dubai Ferry.

- **Integrated Transport Center (ITC) – Abu Dhabi**

Abu Dhabi Maritime Public Water Transport (PWT) operations team visited the Integrated Transport Centre, Abu Dhabi, to identify the best practices and processes followed by the Public Bus Transport Operation regarding operation monitoring, ticketing system, route management etc.



Service Inauguration:

- **Marsa Mina – Louvre Abu Dhabi Water Taxi Service**

Marsa Mina – Louvre Abu Dhabi Water Taxi Service commenced. This launch was attended by Abu Dhabi Maritime and Louvre Abu Dhabi officials.

- **Yas Water Taxi Service New Route (Yas Water's Edge)**

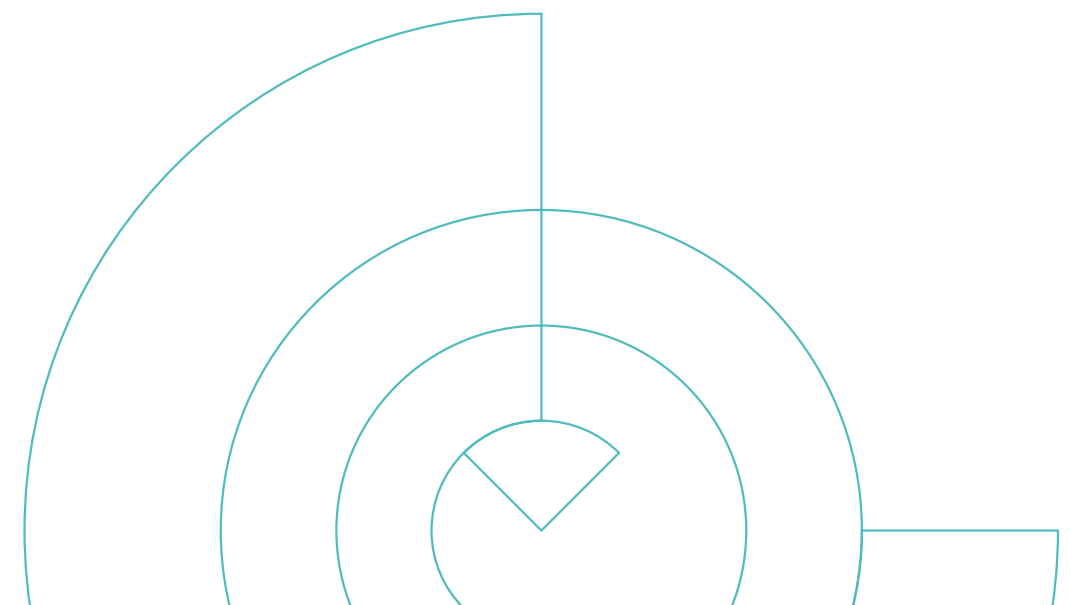
A second brand new route will connect Yas Bay to the Marina and serve the residents of Water's Edge.

- **Two (2) New Water Taxi Stations**

To improve transport links between communities, two new stations were activated to transport passengers in the Al Raha Area (Yas Bay – Al Zeina – Al Muneera – Al Bandar)

- **PWT Online Ticketing Platform**

Abu Dhabi Maritime's objective is to digitalise all maritime services; Abu Dhabi Maritime has implemented an online ticketing system. Online booking platforms will serve the ferry and water taxi commuters to reserve tickets ahead of time, streamlining the travel experience.

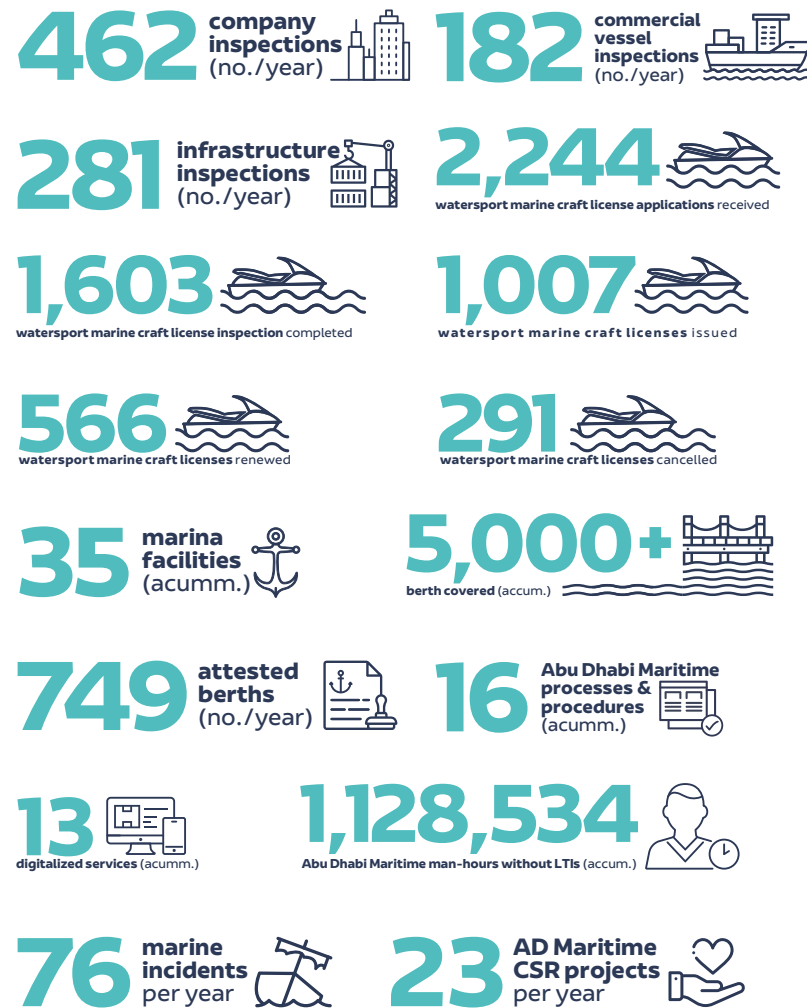


Licensing & Inspection

Responsible for Implementing and enforcing marine rules, regulations, and standards in terms of licencing and inspection of Maritime vessels, Companies and infrastructure operating in Abu Dhabi.

The division also issues various maritime licences and permits such as water sport marine craft licences, Diving licenses, Marine facility supervisor licences, Marina Berth attestation and Company operational permits. Furthermore, the division also conducts non-routine/random maritime inspections to verify ongoing compliance and incident investigations for continuous improvements of occupational health, environment, and safety standards.

Key Numbers (2023)



Maritime Licensing Services

Accessible via Abu Dhabi Maritime's website and via a dedicated web portal, Abu Dhabi Maritime provides various maritime licensing services. The digitised services are more efficient and less time-consuming but also enhance maritime safety and security across Abu Dhabi's waterways, by ensuring that safety awareness are being delivered and sharing regulatory updates with the users.

Watersport Marine Craft Licence Services

In late 2021, Abu Dhabi Maritime introduced the first digitalised maritime licensing services in the Emirates by providing jet ski licensing services. Assuming the role previously held by Abu Dhabi Police. In Oct 2023, jet ski licensing was further enhanced to watersport marine craft license services, including eight new watersport marine craft categories. List of marine craft categories covered are:

- BBQ Donut Boat,
- Jet Ski
- Hovercraft
- Jet Ski Fishing
- Small Electric Boat
- Surf and Body Boards
- Small Petrol boat
- Water Car

Electronic Marina Berth Leasing Agreement Attestation

In compliance with the new Marina Codes of Practice, attestation of marina berth leasing contracts is now mandatory to provide both boat owners and marinas with standardised terms and conditions. The attestation service is available online via Abu Dhabi Maritime's seamless digital process. It follows the same principles as the Abu Dhabi Tenancy Law. In addition to helping resolve disputes between parties, the new service is efficient and user-friendly. It helps resolve multiple challenges experienced in the past, including payments, abandoned vessels, contract amendments, terminations, or early cancellations, insurance, and commercial activities.

New Maritime Licensing and Permit Services

To increase the overall accessibility to maritime public services and leisure activities while ensuring public safety and environmental sustainability, four new digital services were launched in 2023

- Diving Licence
- Maritime Companies Operation Permit
- Marine Facility Supervisor Licence
- Licence Exemption Certificate/Letter





Maritime Inspections

Further delivering on its regulatory mandate, Abu Dhabi Maritime conducts inspections of maritime facilities, companies, vessels and crafts within Abu Dhabi's waterways. The inspections are necessary to ensure compliance with applicable regulations, standards, and codes of practices, which include:

- **Routine & random inspections** - Inspections conducted as per the annual inspection plan and whenever required
- **Licensing & permit inspections** - Inspections are conducted before operational permits and licences are issued for maritime infrastructure, companies, and vessels.

Digital Service Development

To enhance customer service and optimise the operational efficiency of existing and upcoming maritime services, 40+ main services with 75+ sub-services are being developed and improved through digital platforms.

Campaigns and Workshops

To familiarise the end user with maritime licensing and inspection services and to ensure ongoing compliance with Abu Dhabi Maritime requirements in accordance with applicable regulations, standards and codes of practices, various campaigns and workshops were conducted in 2023

- Safety awareness workshop for Jet ski rental companies
- Multiple workshops for marinas operating in Abu Dhabi for marina berth leasing attestation services
- 10+ marina awareness workshops
- Social media safety campaigns for public users

Maritime HSEQ

HSEQ's responsibility is to acquaint Abu Dhabi Maritime personnel and other interested parties with methods and controls to ensure Health, Safety, Environment & Quality. HSEQ is responsible for documenting the company's best business practices, better satisfying the requirements and expectations of the customers, ensuring the safety of our employees and visitors, reducing environmental impact, and improving overall management.

Abu Dhabi Maritime HSEQ is intended to:

- Demonstrate compliance with the federal and local laws and regulatory requirements the local Authority sets.
- Put into practical effect, the commitment to implement the requirements of AD Ports Group Integrated Management System (IMS) ISO 45001:2018, ISO 14001:2015, ISO 55001, & 9001:2015, which will ensure a safe working environment for all those who work on-premises, and additional to "ISM, ISPS, MLC & SOLAS" as applicable for Business Units.
- Ensure a systematic approach to manage health and safety risks, environment and quality aspects and impacts.

Maritime HSEQ achievements and highlights



82 observations were reported, **12** inspections and **1** audit conducted for Abu Dhabi Maritime facilities.



30 new companies nominated in the AL ALDAA system with DMT.



14 Inspections were conducted for Marina facilities, companies, and public water transport.



24 PTW issued/Closed in SENYAR Q4



32 incidents were reported by CICPC & ADPC accrued in the waterways



23 CSR initiatives were completed



932 Hours of training were completed



A fire emergency drill was conducted with the coordination of the KEZAD HSE team and civil defence at the Abu Dhabi Maritime building.



Abu Dhabi Maritime CM Resources & Capabilities & IT Applications & other BCM certification requirements (final report shared).



Safe use of personnel floating device (PFD) in case of emergency drill on board al Dhafra



Organised Abu Dhabi Maritime Safety Campaign- Al Dhafra Region for Delma Island Students in association with Delma Hospital and Civil Defences.



Participated in hand safety campaign in RABDAN facility



Until today, all incidents/investigations and corrective actions are closed in SENYAR.



ISO IMS ISO 14001, ISO 45001, ISO 18001, ISO 9001 Certified



ISO ISO 55001 Certified



117 drills & Safety campaigns - 2023 successfully completed.



48% dropped down in Abu Dhabi Maritime Waterways incidents compared to last year



Commercial & Customer Experience

Key Numbers (2023)

57

Retail spaces
covering 2612
sq meters



2

Marine sports
championship
started this year



4.5

Public review
rating of
facilities



93%

Customer satisfaction %
(acc. to customer surveys)



As we continue to elevate the Maritime sector in the region, our team of experts brings the top-level hospitality experience to our customer service.

Customer Journey

Experience is created during the interactions with the client by delivering high-quality service. We “walk” the customer journey from our client’s perspective and highlight the key touchpoints and satisfaction factors to ensure the delivery of the most memorable experiences.

Operational Standards

Reflect our promise to customers in the desire to meet their happiness. Linked to the identified touchpoints and key satisfaction factors, they are dynamic and can be updated based on innovation requirements. Based on our standards, we build work instructions that are detailed enough for every employee to carry out the activity, achieving excellent performance.



Continuous Improvement

The client experience is designed as an endless cycle, where all results, measures, and service deliverables are analysed and compared with the desired outcomes and customer expectations. Once analysed, they re-enter the process as new inputs for improvement, process review, or service enhancement, ensuring continuous improvement and innovation.



Customer satisfaction surveys

Abu Dhabi Maritime is a unique entity in relation to customers. As a regulator, business partner, and direct service provider, our customer portfolio is diverse. It requires various approaches, robust processes, and variable measures. Twice a year, we run satisfaction surveys for our business partners through 3rd party providers. Since 2023, we have included surveys for our individual customers. We are working hard on continuous improvement of customer satisfaction.

Service satisfaction index (Customer happiness survey)

While focusing on precise service delivery, we also focus on simplifying and reducing carbon footprint. We have partially digitalized 21 and fully digitalized 8 services from our service catalogue.

For each service, we have identified the key touchpoints for customer satisfaction. The happiness measure on these touchpoints helps us improve our services and net promoter score at each important step of the customer journey.

Public reviews, general inquiries

One of the core pillars of service excellence is understanding the customer and the customer's needs. We have focused on increasing the capture of customer feedback. We are dedicated to excellent customer service, and because we believe in our service delivery, we ensure all our facilities are correctly listed on Google Maps and encourage customers to leave their feedback, which is accessible to the public.

With an increased presence on social media, direct inquiries to our customer centre grew rapidly, with minimal service complaints.

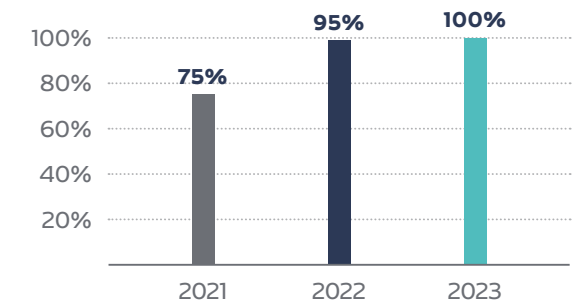
Client Relations

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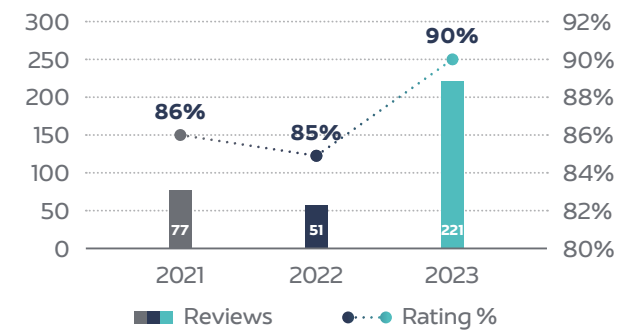


G - Government
 B - Business Client
 C - Final Customer

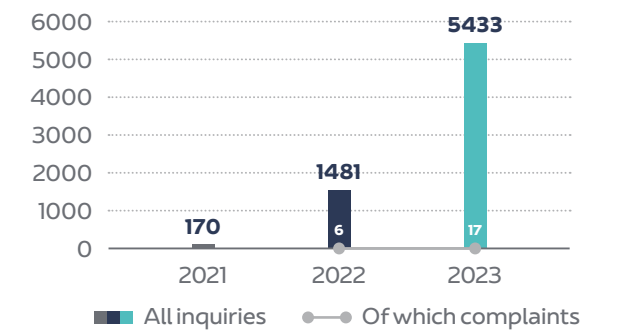
Business Partners Satisfaction Survey



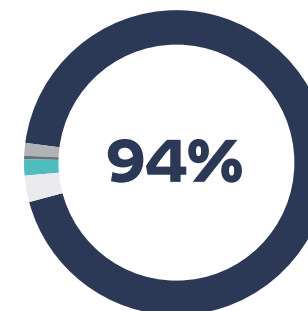
Business Partners Satisfaction Survey



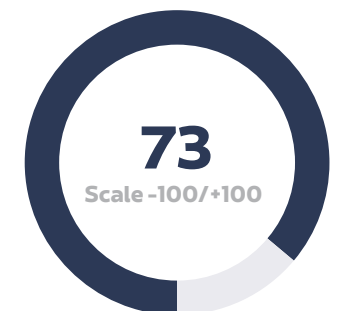
Customer Center Inquiries



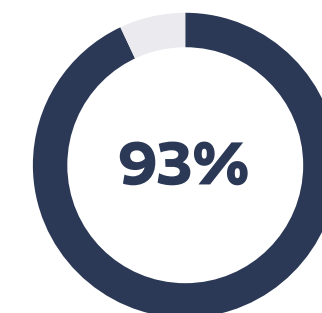
Direct Customers Satisfaction Survey (2023)



NPS



Overall Satisfaction



Excellence Update

Abu Dhabi Maritime won 2 Gold Stevie Awards



Two Gold Stevie Awards were awarded in the below categories:

1. Winner: Capt. Saif Al Mheiri

Category: Executive of the Year - Diversified Services

Gold Stevie Winner

2. Winner: Abu Dhabi's Extraordinary Wingfoil World Cup

Category: Art, Entertainment & Public - Sporting Event

Event **Gold Stevie Winner.**

62km Swim



His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, welcomed at the Sea Palace a team of swimmers who recently completed a 62km swim around Abu Dhabi, and encouraged them to continue such awareness raising initiatives which will inspire our society and help preserve our pristine marine ecosystems and water safety.

The swim was a Guinness World Record attempt for the Largest Water Safety Lesson which targeted 350 participants from schools across Abu Dhabi. As a strategic partner of the event, Abu Dhabi Maritime were delighted to support this great initiative to help in increasing awareness and ensure our waterways are preserved for generations to come in line with our role as custodian of the maritime sector in Abu Dhabi.

Largest 3D Printed Boat



Abu Dhabi Maritime achieved a groundbreaking moment in maritime innovation, the world's first 3D printed water taxi in collaboration with Al Seer Marine, breaking The Guinness World Records™ title for the Largest 3D printed boat.

The 11.99-metre-long and 3.60-metre-wide water taxi, powered by two electric engines, accommodates 29 passengers with ease, crew included, while offering dedicated spaces for bicycles and wheelchairs.

Ideas UK Award



The installation of seventeen ecological articulated concrete mattresses on the Saadiyat Marina seabed, crafted from a unique, chemically balanced composition, these mattresses seamlessly integrate into the environment, promoting the growth of organisms and enhancing biodiversity, providing a nature-based solution to compensate and offset any impact from marina development, the initiative has been awarded the prestigious IdeasUK Sustainability Award for outstanding contribution to sustainability and innovation and commitment to addressing environmental challenges.

Abu Dhabi Maritime Awards – Marina Edition 2023



Abu Dhabi Maritime launched the Abu Dhabi Maritime Awards (Marinas Edition). A brand-new awards programme that recognises excellence and success across leading marina facilities in the region providing a platform for marinas to showcase their achievements across categories, including safety, service, sustainability, environmental initiatives, and best practice.

The first Abu Dhabi Maritime Awards Ceremony took place in November 2023. The Awards ceremony brought together industry professionals, leading organisations, and influential stakeholders to celebrate excellence within marinas across the Middle East, North Africa, and Türkiye.

Awards were presented to those who had raised the bar, giving well-deserved recognition for their outstanding achievements.

The first-of-its-kind award in the MENA and Türkiye region was open to any licensed marina owner or operator located in MENA and Türkiye. It was overseen by a panel of industry experts from distinguished organisations and regulatory bodies across the region.

Regardless of their size, Marinas were deemed innovators and instruments of positive change in these six key areas, making them eligible for nomination in recognition of their efforts.

Winners



03 ON TRACK

Maritime Strategic Interests

Global benchmarking in Maritime strategic initiatives



Abu Dhabi Maritime senior management and team members, concluded a productive bench marking visit to Maritime and Port Authority of Singapore (MPA), Singapore Maritime Foundation (SMF), Singapore Maritime Institute (SMI) and the Global Centre for Maritime Decarbonisation (GCMD), setting the stage for a new era of collaboration.

The visit focused on cooperation efforts, creating economic opportunities and embracing sustainable practices in the maritime industry. Discussions centered around key themes including, Abu Dhabi's endeavor to be among the leading maritime cities, benchmarking, decarbonisation efforts, mutual synergies in the maritime sector, talent building, and fostering innovation.

Ongoing collaboration with SMF, SMI, and GCMD is planned for 2024.

Abu Dhabi Maritime Hub - the First in the Region



Following the International benchmarking with international peers, and extensive consultation with stakeholders and industry experts, Abu Dhabi Maritime successfully launched Maritime Hub Abu Dhabi on December 18th, 2024– the first ever such initiative and platform in the MENA region.

The Hub aims to actively contribute towards the greater progress of the maritime business sector and community to position Abu Dhabi as a prominent maritime centre in the global arena. The Hub service philosophy is based on Three Strategic Pillars:



Connect

- Promoting the maritime industry of Abu Dhabi to the world and vice versa.
- Connecting Maritime Hub Abu Dhabi to the local/ regional maritime ecosystem



Create

- Creating a platform to foster talent development in Abu Dhabi's maritime sector
- Supporting and showcasing decarbonization initiatives and innovation in the maritime industry



Collaborate

- Ensuring successful collaboration between the private and the public sectors for optimum synergy
- Bridging the gap between academic institutions, the maritime industry and government entities

Maritime Hub Abu Dhabi – Key Initiatives

1st Initiative



Working Groups

A platform where all members of the Maritime industry work together as a team to raise suggestions, make recommendations and share challenges faced by the Maritime Industry.

2nd Initiative



Decarbonization Awareness

Ensure the Emirate's maritime sector is climate neutral in line with UAE Net Zero by 2050 Strategic Initiative

Focus

- Carbon awareness through established platforms, MOEI, ADNOC, R&D Centres in Abu Dhabi.
- Promote knowledge booster programmes – young generation



Working Groups progress

The Inaugural Maritime Hub Abu Dhabi working groups session was conducted on Jan 18th, comprising 11 working groups representing experts and leaders in their respective domains. The group convened to work together for the next 2 years.

The First ESG Framework for the Maritime Sector in Abu Dhabi



The framework is developed to promote environmentally responsible practices and decision-making processes as well as safeguard the health and safety of the people engaged in the maritime sector. Under the vision to create a thriving and sustainable maritime sector that harmoniously balances conservation, safety, and responsible business practices, thus ensuring a prosperous future for stakeholders and the planet.

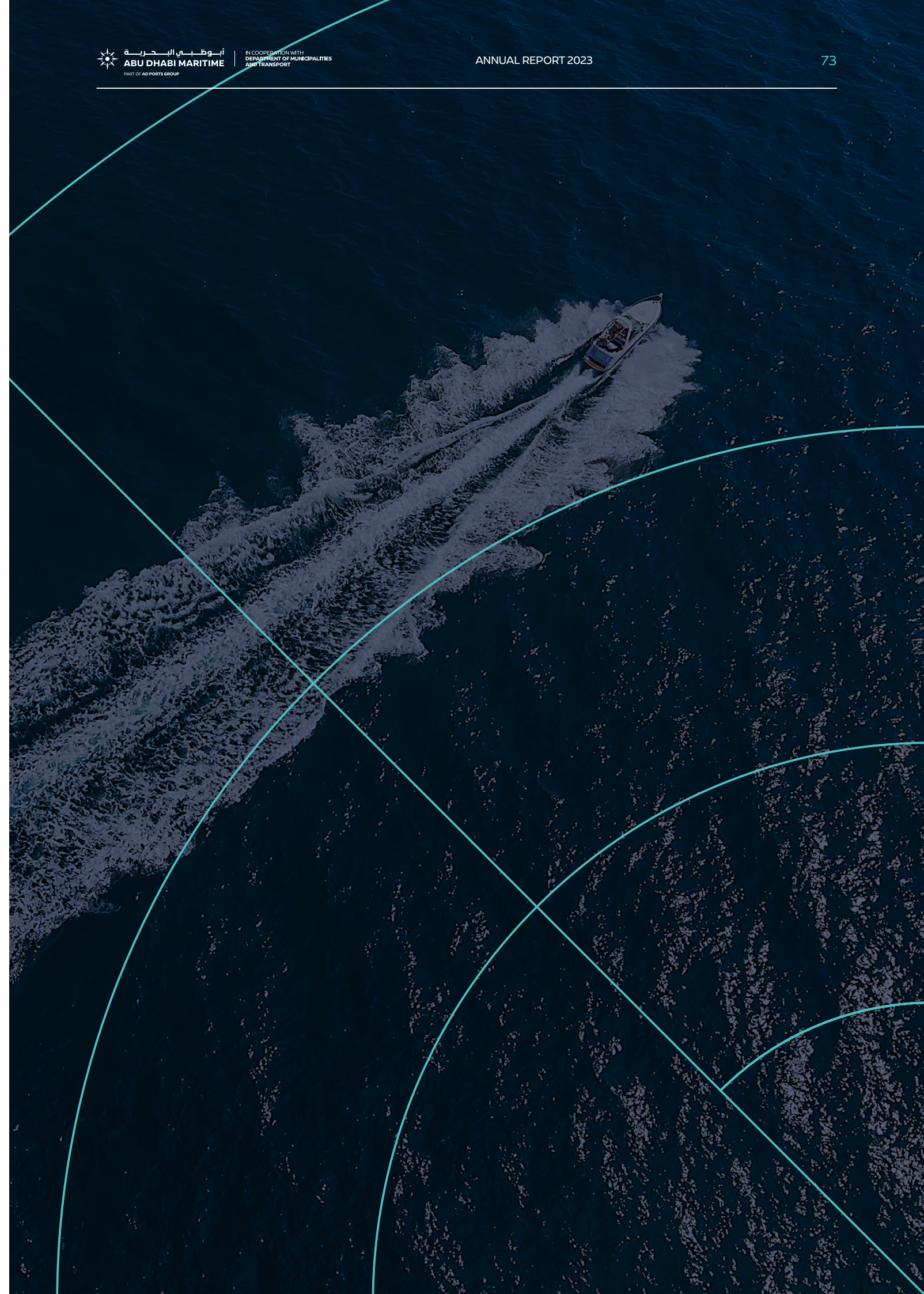
A comprehensive stakeholder engagement was conducted for Abu Dhabi's Maritime Sector to gauge the importance of various topics that are material to the sector. The list of identified topics include:

The list of topics identified is as follows:



The ESG strategic framework will be instrumental in identifying and streamlining ESG best practices tailored to Abu Dhabi's Maritime Sector. The ESG framework consists of three core pillars critical to the successful integration of ESG across the sector and supports national and international mandates, ensuring it is firmly rooted in globally recognized best practices and aligned with regional sustainability initiatives. A Handbook for Sustainability Reporting Journey for the Maritime Sector will be published alongside the ESG Framework in Q1 2024 in English and Arabic.

Following a systematic sustainability reporting process, helps companies improve the quality of the sustainability information covered, respond to stakeholders' expectations, and release engaging and timely reports.



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