The permit

It is an official document issued by the Department of Economic Development (DED) and requires the existence of an active license in Dubai. The nature of the permitted activity should correspond to and be homogenous with the licensed activity. The permit constitutes permission and co-ordination with other government, semi-government and private agencies in organising promotional activities in the Emirate of Dubai.

1. Promotions

Promotions are conducted in shops to promote a product or service.

Requirements:

1. Permit Application/Request Form
2. Valid license
3. Detailed letter outlined from the campaign organiser including the following:
   • Campaign implementation plan
   • Type and number of awards/prizes and their respective value
   • Invoices as proof of prizes purchased
   • Method of payment for the campaign awards (Immediate or specific to a certain date)
   • A Promotional Campaign Implementation
   • Date of draws (if any)
   • Participating locations in the campaign (if any)
   • Models for ad designs for the campaign ticket as well as models for drawing (if any)
Notes:

1. The applicant must be the organiser of a promotional campaign, a representative or a distributor authorised to carry out activities in Dubai for more than a month with a valid commercial license.
2. The applicant may have facilities from other emirates or from another country to promote products in Dubai provided that these are authorised by DED. Such cases require approval and that the authority concerned in the respective Emirate take the necessary procedures to ensure the rights of the participants.
3. The above provisions do not apply to promotional campaigns by government facilities that are subject to direct government oversight. If the government body involved has cooperated with private companies or foundations, then the corresponding fees listed in the directory would apply.
4. The applicant may have licensed facilities in the Emirate of Dubai to promote their products or services during a specified period of the year.
5. It is not permitted to promote tobacco and cigarettes or prescription drugs, alcohol, pork, and spoiled or expired food.
6. There are exceptional cases of promotional campaigns that run for a maximum period of one calendar year wherein the fees are calculated by the type of campaign, with a provision for one termination every two months in the case of raffle draws.
7. For such exceptional cases, the draw may be postponed after obtaining the approval of a competent official given that the delay does not exceed 15 days and that the applicant pay the corresponding fees.
8. Prizes awarded during the promotional campaigns must be benefits, incentives or in-kind vouchers.
9. The presence of a DED representative is compulsory while drawing out the winners in a campaign and any draw that fails to meet this condition is cancelled.
10. Some draws may be held outside the Emirate of Dubai with the consent of the Director of the Department of Commercial Registration, but the presence of DED representative is required, whose travel and accommodation expenses will be accounted to the applicant.
11. Raffle tickets may not be sold for cash, but distributed to purchase the good or service promoted.
12. Campaign organisers can allocate consolation prizes not worth more than AED 100, provided there are more than 100 awards in a single campaign, and 50 awards for each draw in case of multiple draws.
13. Campaign organisers must return unclaimed prizes after the expiration of 60 days from the final day of the campaign or draw date. The same applies to instant prizes (vouchers, coupons or checks).
14. When travel tickets are given in prizes a letter from a licensed travel agency in the Emirate that will book and organise the details of the ticket should also be provided.
15. The organiser shall approach the Commercial Compliance & Consumer Protection sector in DED within 60 days of the close of the campaign or the last draw date with the following documents:
   • Proof of the winners’ receipt of their prizes, their entries and the winning coupons.
   • Prizes not claimed on time can be claimed at the office of the Department of Economic Development.
   • Any settlement after the specified two-month period requires furnishing the necessary legal measures.
Discounts, Special Offers, Clearance

Offers and discounts on merchandise displayed in different proportions or during festivals and seasonal events.

Requirements:
1. Permit application/Request form
2. Valid license
3. Displayed price lists—if disclosed as a special offer, please do not mention the cost
4. Leased shop showing the area of the store; not required for clearance and special offers
5. Some purchase invoices

Price Tag Requirements:
1. Display price tag prominently for the shopper to see clearly
2. Prices should be written in both English and Arabic
3. Order or sort the serial number according to the price list
4. Write discount percentage

Advertising Requirements:
1. Indicate the high and low percentages for cases with varying or multiple percentages
2. Write only one rate in the absence of different ratios
3. Remove the ads in front of the store immediately after the promotion period

Documents that Should be Available in the Shop:
- An announcement displayed in prominent place
- Price lists
Notes:
1. In case of clearance sales they should be approved by DED’s Committee on Commercial Permits
2. It is allowed to announce more than one draw or special offer within one calendar year but one sale should not last for more than 30 days
3. Promotions and special offers can be extended for one week only
4. There should be a gap of at least two weeks between each promotion
5. Discounts may range from 25% to 75%
6. Special Promotion deals should be in the same range
7. Discounts should not be less than 25% in the case of weekly draws or special offers
8. The profit rate should not exceed 25% of the cost in the case of weekly draws or special offers
9. The business shall display valid and accurate data on prices of goods and commodities
10. Authorisation/permits are issued within two weeks of receiving complete applications
Exhibition and Conference

Exhibition:
Display and gathering of several companies to display their various products to the public

Conference:
Seminars/talks by experts and specialists, attended by delegates from multiple destinations and fields

Requirements:
1. Permit request/Application form
2. Valid license
3. Letter describing details of the exhibition including name, date, venue and the number of participants
4. Necessary approvals from government agencies concerned (if any)

Notes:
1. Do not offend community habits, traditions or the Islamic Law
2. Discourage the dissemination or promotion of any ideas or beliefs that may amount to prejudice on the State or the institutions of the State and society
3. Venue should be one within Dubai and designated to host exhibitions, trade fairs, and similar shows
4. Authorized to commercial Exhibition, scientific, financial, technical and cultural heritage
5. A DED permit has to be obtained for all exhibitions and conferences in hotels or any other places in the emirate
6. A government license is required, including a permit for the exhibition
7. The exhibits should include goods produced or services provided by the public or locals
8. Firms that intend to set up exhibitions should obtain a separate permit for any promotional campaign or conference held alongside the exhibition
9. A DED permit must be obtained any conferences and seminars that involve speakers and specialists from inside or outside the state
Commercial Tents
Tents erected or marked for commercial purposes. (Gallery, Ramadan tents)

Requirement:
1. Permit request/Application form
2. Valid License
3. Detailed Outline of the Planned Event
4. Approval from the Dubai Municipality, Planning Department (Public Squares), Road and Transport Authority (RTA), Dubai Police and Civil Defense

Notes:
1. Strictly for commercial use only
Billboards
Display boards of private shops for trade name or trademark identification

Requirement:
1. Permit request/Application form
2. Valid License

Notes:
1. Requests for banner advertisements are to be submitted by representatives of specialised advertising companies licensed by DED
2. Advertisement of products and services should be among the activities permitted under the license
3. The advertisement should conform to the Islamic law, values, customs, social traditions, and public conduct and order
4. Permanent signages for shops, villas and offices should state the license validity
5. A suitable design scheme should be provided. This describes the location, size, extent of visibility, dimensions, and any other related data or information about the billboard
6. Sufficient data should be provided on the company/institution that design or develop the ad, including the trade name and address
7. A photographic image of the building or property where the advertisement will be displayed or installed should be presented
8. The design and installation of the billboard must conform with the technical specifications and engineering rules, and should not interfere with safety exits, windows or openings or with the water piping and column systems.

9. Billboards should fulfill safety measures, in terms of other such displays nearby and the suitability, structural and architectural capability of the building.

10. It is not permitted to large display boards in narrow roads and pathways.

11. It is not permitted to install banner advertisements on balconies or windows of buildings.

12. Arabic should be the medium for the advertising; an English translation may be used alongside.

13. Ads should be free from grammatical errors, use correct spelling and proper and clear language.

14. The Arabic text should occupy not less than 50% space of the total allocated area and should be placed at the top of the advertisement or on the right hand side.

15. In cases of renovations or rehabilitation of specific areas to provide public services or other similar cases, DED will notify the owner to remove the billboard at his expense within 15 days from the date of notification. Non-compliance may lead to DED removing the ad at the owner’s expense.

16. The company or institution should remove the advertisement if it does not intend to renew its advertising permit, if the permit is terminated before its expiry, or in cases of commercial license expiry.
Print Advertisements/Flyers
Print publications or brochures that inform and promote products to the public

Requirement:
1. Permit request/Application form
2. Advertising design in Arabic & English
3. Valid License

Notes:
1. Print the permit number on the flyer/advt
2. Do not post the publication on walls of buildings
3. Don’t distribute flyers to passers-by
4. Do not place ads on cars
5. Do not place ads on doors of villas & apartments
6. Print publications/flyers are distributed through the Emirates Post, placed on information desks of commercial centers or distributed with daily newspapers
Additional Working Hours
Permission to conduct business or provide services after the official working hours (12:00)

Requirement:
1. Permit application form
2. Valid license

Notes:
1. Submit the application with a chart that shows the location
2. Conditions and requirements vary depending on the nature of the activity
3. Additional hours are allowed for some businesses in major locations and streets
4. Consent or approval of a competent Committee is required for issuing the permit
Vending Machines
Machines that dispense items for sale

Requirement:
1. Permit Application Form
2. Valid License

Notes:
1. A commercial application license in Dubai that this is a valid activity which uses marketing operations for these devices and machines, also an issued statement on the license that the machine is placed in a suitable location
2. NOC from the property owner or the place where you want to put up your sale
Stalls and Counters
Booth/Kiosk - to display and sell a product in or offer a service in commercial centres

Requirement:
1. Permit Application Form
2. Valid License

Notes:
1. Lease or no objection letter from the lessor
2. The activity should be same as specified in the commercial license
3. In some cases, approvals are sought from other departments concerned
Composite Activities

**Definition:** There are instances when another activity is done as part of an existing licensed activity

**Requirement:**
1. Permit Application Form
2. Valid License

**Notes:**
1. Additional business license permit to engage in another specific activity within the existing licensed activity
Daytime Delivery During Ramadan
Restaurants engaging in home delivery of food during Ramadan

Requirement:
1. Permit Application Form
2. Valid License
3. Submit the application form with a chart that shows the location

Notes:
1. No meals are to be served inside the restaurant during Ramadan
Self-Service Machines

Definition: Self-service devices (e.g. ATM for banks, machines for paying telephone bills, photo copiers, insurance certification)

Requirement:
1. Permit Application Form
2. Valid License

Notes:
1. Surveillance system from the Central Bank of ATMs
2. Detailed letter from the bank with the number and location of devices
Additional Offices
Authorized establishment of an additional office in the same building

Requirement:
1. Permit Application Form
2. Valid License

Notes:
1. Lease agreement for the additional office should accompany the application form
2. Permit is granted only for existing license with the same property/building, and on payment of 5% of the market value of the lease as fees
Parking in Public Spaces

**Definition:** Provide insurance services in offices within the building of vehicle inspections

**Requirement:**
1. Permit Application Form
2. Valid License

**Notes:**
1. Approval from the Road and Transportation Authority
2. Approved plan from Dubai Municipality
<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>Promotions</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 500</td>
<td>For every 10 different products, double fees with double or increase the number mentioned</td>
<td>FreeTaste / Product Definition</td>
<td>1</td>
</tr>
<tr>
<td>AED 1000</td>
<td>For a month or less, the total value of prizes should not exceed AED 50,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 1200 for each participating site</td>
<td>A maximum of 20 sites for no more than 2 months and the total value of prizes should not exceed AED 50,000</td>
<td>Promotional Campaigns/Draws</td>
<td>2</td>
</tr>
<tr>
<td>AED 5000/Exposition</td>
<td>A comprehensive promotional campaign is when it is participated by more than 20 branches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 2000 per participant</td>
<td>A maximum of 20 sites for a duration of not more than two months and the total value of the prize money exceeding AED 50,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 10000/Exposition</td>
<td>A comprehensive promotional campaign is participated by more than 20 branches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 1000 per site And a maximum of AED 10000</td>
<td>For a month or less with the gift values not exceeding AED 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 2000 per site And a maximum of AED 15000</td>
<td>For a month or less with the gift values exceeding AED 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 20000</td>
<td>One month or less to give instant gifts in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 500 for up to 10 sites/Associate</td>
<td>An addition of AED 100 per site/participant and a month or less to give instant prizes on a weekly basis and prizes value not exceeding AED 500</td>
<td>Promotional Campaigns/Draws</td>
<td>3</td>
</tr>
<tr>
<td>AED 1000 for up to 10 sites/Associate</td>
<td>An addition of AED 100 per site/participant and a month or less to give instant prizes on a weekly basis and prizes value exceeding AED 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td>Details</td>
<td>Promotions</td>
<td>N</td>
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<tr>
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<td>--------------------------------------------------</td>
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</tr>
<tr>
<td>AED 500</td>
<td>Display promos outside the establishment</td>
<td>Display award</td>
<td>4</td>
</tr>
<tr>
<td>AED 1000 per draw</td>
<td>Five draws</td>
<td>Raffle</td>
<td>5</td>
</tr>
<tr>
<td>AED 100 per draw</td>
<td>Five draws</td>
<td>Modify</td>
<td>6</td>
</tr>
<tr>
<td>AED 300</td>
<td>Drawing Locks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 500 per draw</td>
<td>Modify/Add/Change Draws</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>Draws/Specials/Discount</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 2500</td>
<td>One month granted period to do draws for a shop with an area of 2000 square feet or less</td>
<td>Sale</td>
<td>1</td>
</tr>
<tr>
<td>AED 500</td>
<td>with one week extension</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 3500</td>
<td>One month granted period to do draws for a shop with an area of 2001 - 4000 square feet or less</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 700</td>
<td>with one week extension</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 8000</td>
<td>One month granted period to do draws for a shop with an area of 4001 to 6000 square feet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 1600</td>
<td>with one week extension</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td>Details</td>
<td>Commercial Tents</td>
<td>N</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------------------------------------------------</td>
<td>--------------------</td>
<td>---</td>
</tr>
<tr>
<td>AED 13500</td>
<td>One month granted period to do draws for a shop with an area of 6001 and more square feet</td>
<td>Commercial Tents</td>
<td>1</td>
</tr>
<tr>
<td>AED 2700</td>
<td>with one week extension</td>
<td>Commercial Tents</td>
<td>2</td>
</tr>
<tr>
<td>AED 2500</td>
<td>15-day period to conduct special offer</td>
<td>Special Offer</td>
<td>3</td>
</tr>
<tr>
<td>AED 500</td>
<td>with one week extension</td>
<td>Clearance</td>
<td>3</td>
</tr>
<tr>
<td>AED 2500</td>
<td>One month duration to do the discount</td>
<td>Clearance</td>
<td>3</td>
</tr>
<tr>
<td>AED 1500</td>
<td>with one week extension</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>Exhibitions / Conferences</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 500</td>
<td>Trade show in one facility for 30 days</td>
<td>Exhibition</td>
<td>1</td>
</tr>
<tr>
<td>AED 1000</td>
<td>Trade show in several facilities for 30 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 250</td>
<td>Commercial or promotional conference participation is free</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 1000</td>
<td>Commercial or promotional conference participation requires fees</td>
<td>Conference</td>
<td>2</td>
</tr>
<tr>
<td>AED 500</td>
<td>Commercial or promotional conference is held near a gallery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td>from the value of tickets that are sold through entrance tickets to the exhibits and conferences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fees</td>
<td>Details</td>
<td>Exhibitions / Conferences</td>
<td>N</td>
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</tr>
<tr>
<td>AED 10 per square foot for not less than 5,000 dirhams and not more than 15,000 AED</td>
<td>Tent for commercial purposes</td>
<td>Tent</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>Billboards</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 100 per 100 cards</td>
<td>Card design sample</td>
<td>Sample banner specifications</td>
<td>1</td>
</tr>
<tr>
<td>AED 350</td>
<td>Banner trade name for establishment facades</td>
<td>Banner</td>
<td>2</td>
</tr>
<tr>
<td>AED 10 per square foot and not less than AED 250</td>
<td>Additional banner for the trade name of an establishment</td>
<td>Banner</td>
<td>3</td>
</tr>
<tr>
<td>AED 500</td>
<td>Brand name for a product</td>
<td>Brand</td>
<td>4</td>
</tr>
<tr>
<td>AED 100 per square foot for not less than AED 1000 and not more than 2000 AED</td>
<td>Electronic Ad Set</td>
<td>Electronic Banner</td>
<td>5</td>
</tr>
<tr>
<td>AED 50 per square foot for not less than AED 500 and not more than AED1000</td>
<td>Animated Banner/Revolving Banner</td>
<td>Banner</td>
<td>6</td>
</tr>
<tr>
<td>AED 250</td>
<td>Temporary Canvas Banner</td>
<td>Temporary Banner</td>
<td>7</td>
</tr>
</tbody>
</table>
### Print advertisements / Flyers

<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 250</td>
<td>Printed Paper Ads</td>
<td></td>
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<tr>
<td>AED 250</td>
<td>Printed Booklet Ads</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper/Print Ads</td>
<td>1</td>
</tr>
</tbody>
</table>

### Additional Activities

<table>
<thead>
<tr>
<th>Fees</th>
<th>Details</th>
<th>Additional Activities</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 3000</td>
<td>Work for round the clock (hours 24)</td>
<td>Extra hours of work</td>
<td>1</td>
</tr>
<tr>
<td>AED 2000</td>
<td>Work till 2 o’clock in the morning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 300 per device</td>
<td>Device/machine</td>
<td>Vending Machines</td>
<td>2</td>
</tr>
<tr>
<td>AED 5000</td>
<td>Booth to display and sell products</td>
<td>Booth/Kiosk</td>
<td>3</td>
</tr>
<tr>
<td>AED 1000</td>
<td>Shoe repair stall in public areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AED 1500</td>
<td>Counter to display the products or services offered</td>
<td>Counter</td>
<td>4</td>
</tr>
<tr>
<td>AED 1000</td>
<td>Additional activity compound</td>
<td>Compound Activity</td>
<td>5</td>
</tr>
<tr>
<td>AED 5000</td>
<td>Daytime delivery during day time of Ramadan</td>
<td>Delivery</td>
<td>6</td>
</tr>
<tr>
<td>AED 1000</td>
<td>ATM</td>
<td>Self-service device</td>
<td>7</td>
</tr>
<tr>
<td>AED 1500</td>
<td>Additional license office in the same building/location</td>
<td>Additional Office</td>
<td>8</td>
</tr>
<tr>
<td>AED 5000</td>
<td>Public spaces for parking</td>
<td>Parking</td>
<td>9</td>
</tr>
<tr>
<td>AED 300</td>
<td>Stores and Warehouse facility</td>
<td>Warehouse</td>
<td>10</td>
</tr>
</tbody>
</table>
Contact us

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