



**STRATEGY FOR CREATION OF  
OPPORTUNITIES FOR LOCALS**

## **STRATEGY TO CREATE OPPORTUNITIES FOR LOCALS TO BENEFIT FROM TOURISM OPERATIONS**

Tourism provides significant source of income and employment opportunities for many countries. FIVE endeavours to create opportunities for locals to benefit from tourism operations by promoting employment and business through various set of strategies and integration of local community in its business life cycle. This would in turn help in the creation of a sustainable and equitable tourism industry that benefits both the tourists and the local community.

At FIVE, we have collaborated with several local partners to support this initiative. The following key strategies plan have been initiated:

### **PARTNERSHIPS WITH LOCAL BUSINESSES**

FIVE has collaborated with several local players for providing services to its guests such as local tour packages (for tourism and adventure activities across the cities, local cultural and heritage tours), high-end car services, photography, wellness services, salon services, etc. to provide tourists an opportunity to explore services at their doorstep i.e., within the hotel premises. This in turn provides the local players an opportunity to generate revenue, employ number of local employees and promote the overall tourism industry. Currently FIVE has collaborated with 10+ local partners for providing such services across its facilities and locations.

FIVE has developed partnerships with local tour operators, suppliers with multi-generational Swiss family businesses in local region at Zurich.

In addition, FIVE has tie up with Swiss musical artists/DJ's and visual artists and has collaborated with university students through art installations across the property. FIVE Zurich also consults RAV, the Swiss government database on unemployment, as part of its hiring process to provide employment opportunities for job-seeking locals.

### **INVOLVING LOCAL DECISION MAKING**

Local partners offering services to the guests customize packages in consideration of the local offerings, and benefit of the guests in form of subsidized entry fees, facilitation of guests to visit areas of cultural heritage. FIVE encourages its tour and travel partners to customize packages at their discretion and offer good rates and packages to their in-house customers. However, the local partners are given autonomy in packages being offered to the customers owing to their expertise in local tourism and sharing local traditions with the guests.



Established in 2002, Dubai SME was created as an integrated division of the Department of Economic Development (DED) to for support, information and

outreach for the growing small and medium enterprise sector. As one of the main pillars of Dubai's economic success, we aim to support entrepreneurs in all phases of their development. Help for New Entrepreneurs Dubai SME is tasked with providing UAE Nationals with support in everything from planning your finances, simplifying official procedures and helping you establish your business from start to finish.

FIVE utilizes services of various vendors who are members of Dubai SME to support locals and SME section in the region. A few suppliers we deal with who are part of SME are given below:



Provides Contracting and Man-power



Provides Staff transportation



Provides Food Purchase



Provides Food Purchase



Provides Staff transportation

### LOCAL PROCUREMENT

FIVE strongly believes in the promotion of local procurement for all its key goods and services. Following a JIT (Just-in-time) model largely to reduce inventory costs, local sourcing is the best method for all major requirements in hospitality business. Over 90% of FIVE's total purchases are driven through local businesses/ vendors. Products are sourced locally through a comprehensive procurement process, by floating request for proposals, preparing comparative statements, verifying compliance to local laws and regulations before onboarding the vendors. The Purchasing team members are periodically trained to focus on sourcing locally to benefit the local community.

Category	Local Vendor	Location	Services provided
Food and Vegetables	CHEF MIDDLE EAST LLC	UAE	Sea Food, Meat, Dry / Frozen
Food and Vegetables	BARAKAT VEGETABLES & FRUITS COMPANY LLC	UAE	Fruits and Vegetables
General purchases	DAR AL MAZAYA GENERAL TRADING LLC	UAE	Engineering supplies
Food and Vegetables	CLASSIC FINE FOODSTUFF TRADING LLC	UAE	Purchases
Food and Vegetables	MIRAK ROYAL NATURE FRUIT AND VEGETABLES L.L.C	UAE	Fruits and vegetables
Food and Vegetables	HAMID & KUMAR ENTERPRISES LLC	UAE	Dry foods
Food and Vegetables	AL ABJAD FOODSTUFF TRADING CO L.L.C	UAE	Fruits and Vegetables
General purchases	NOBLE PRINTING PRESS LLC	UAE	Purchases
General purchases	MASUM STAR EVENT ORGANIZERS	UAE	Manpower Supply
General purchases	AL BARRAQ FASHION DESIGN	UAE	Uniform
Food and Vegetables	AL AIN FOOD & BEVERAGE PJSC	UAE	Poultry and Mineral Water
Food and Vegetables	GOLDEN DUNES GENERAL TRADING LLC	UAE	Meat
General purchases	RAMADI KITCHEN INDUSTRIES (LLC)	UAE	Kitchen spare parts and supply
General purchases	AL MOLAWANA FOR ORGANIZATION AND EVENT MANAGEMENT	UAE	Manpower supply
General purchases	MAUI DISTRIBUTION FZ LLC	UAE	Spa products
General purchases	DUBAI FURNITURE MANUFACTURING CO. LLC	UAE	Mattress
General purchases	HUZAIFA WATER TREATMENT EQUIPMENT TRADING LLC	UAE	Chemicals
General purchases	AL IBDAA GENERAL TRADING LLC	UAE	House Keeping materials
General purchases	Astra Services GmbH	Switzerland	Kitchen Stewarding Services
Food and Vegetables	G.Bianchi AG	Switzerland	Gourmet Seafood and Meat
General purchases	Koch Reinigungsservice GmbH	Switzerland	Housekeeping Services
Food and Vegetables	Marinello & Co AG	Switzerland	Food and Vegetable Distribution
Food and Beverage	Huber Getrankehandlung AG	Switzerland	Beverage Distribution

## MANPOWER OUTSOURCING

To meet seasonal demands and requirements of labour-intensive departments such as Security, Housekeeping, Valet, etc., FIVE has tied up with several local vendors for the purpose of sourcing casual staff (average to about 300 employees a month). This promotes local agencies to provide employment to locals and residents of the country and support tourism business operations.

Category	Local Vendor	Location	Services provided
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<b>General vendors</b>	<b>Stargate</b>	<b>UAE</b>	<b>Housekeeping staff</b>
<b>General vendors</b>	<b>Al Safwan</b>	<b>UAE</b>	<b>Security and Lifeguard</b>
<b>General vendor</b>	<b>Luxury plus</b>	<b>UAE</b>	<b>Valet services</b>
<b>General vendor</b>	<b>Ishwar Tiling</b>	<b>UAE</b>	<b>Engineering manpower</b>
<b>General purchases</b>	<b>AL MOLAWANA FOR ORGANIZATION AND EVENT MANAGEMENT</b>	<b>UAE</b>	<b>Manpower supply</b>
<b>Outsourced Security Companies</b>	<b>SGS Swiss Global Security AG</b>	<b>Switzerland</b>	<b>Security Services</b>
<b>Outsourced Housekeeping Companies</b>	<b>Koch Reinigungsservice GmbH</b>	<b>Switzerland</b>	<b>Housekeeping Services and Staffing</b>

### **TIE-UPS WITH LOCAL OPERATORS**

FIVE has tied up with 30+ local travel agents to facilitate booking rooms or F&B services. By providing attractive schemes to its operators and travel agents in form of discounted room rates, promotion schemes, FIVE is supporting these local businesses along with supplementing its revenue model because of tourism operations.

<b>Category</b>	<b>Local Vendor</b>	<b>Location</b>	<b>Services provided</b>
General vendors	Tour Link	UAE	Car rentals, air tickets
General vendors	Capital Travels	UAE	Car rentals, air tickets
General vendors	White Sand Tourism	UAE	Car rentals, air tickets
General vendors	Meeting Point services	UAE	Car rentals, air tickets
Outsourced Transportation Services Companies	Voyage Day Sarl	Switzerland	Transportation and Care Rental Services
Tour Operator Vendor	Get Local Zurich	Switzerland	Tour Operator

### **CUSTOMER AWARENESS**

Any local offerings hosted by business partners are displayed using IPTV screens in the hotel rooms and information is conveyed by Front Office staff to the guests on their arrival to create an awareness on the packages offered by local businesses which FIVE has its tie-ups to promote their business and increase the benefit from tourism operations. Periodic training is provided to the Front Office staff (including Concierge) to be aware of the availability of offerings to ensure they are disseminating this information to the guests at the time of arrival/ when requested.

FIVE understands that the strategy for promotion and creation of opportunities for locals to benefit from tourism operations is an iterative and an ongoing process. The Purchasing Manager in collaboration with the Group General Manager, Hotel Managers and HODs shall review this strategy document yearly to identify any new strategies which may be incorporated.

## Case study of how FIVE support local community

One of the key food and vegetable supplier for FIVE is a local vendor namely Barakat who supplies various fruits and vegetables to both the hotels of FIVE at Dubai. As a part of FIVE's strategy to support local community and local production and review the extended supply chain to check its sustainability initiatives, FIVE visited the local farms who produces Mushroom, Cherry Tomatoes, Mint, Basil, Coriander, etc.

**FIVE** ► x **Barakat**



FIVE visited two of the local farms who supplies local produce to Barakat. FIVE's along with its key vendor Barakat, promotes many local producers to encourage and support local community.

Details of two local farms visit by FIVE are given below:

### Themar Al Emarat,

local grower in Sharjah, produces pesticide-free produce that bursts with nutrition, year-round. It has large scale hydroponic project with 185,804 m<sup>2</sup> of arid desert land for all year-round production. It has highly integrated farming system that operates by efficiently using and recycling 100% of the irrigation water, while being powered by Solar energy. Its advanced hydroponic technology allows us to grow produce using minimal resources while allowing for greater yield, thus improving food security.

Among various food products, mushroom is one of the such item produced by Themar and supplied to FIVE through Barakat. FIVE is proud to support local growers employing more than 100+ employees using advanced technology.

### Veggitech

VeggiTech is an Agro technology start up with the sole aim of disrupting the agriculture industry. VeggiTech obsesses on addressing the key challenges of traditional farming – soil, temperature and waterthrough its design of protected Hydroponics and Grow Lights assisted Hydroponics.

VeggiTech stands for Vegetation technology redefined and has currently chosen the harsh conditions of UAE to demonstrate these technologies in farms that are open for Investors, Students and Consumers to experience. VeggiTech farms are equipped to talk to the Farmer with proactive growth technologies as well as Farm Management solutions to provide a 360 degree view of the complete service. Veggitech supplies different produces to FIVE through Barakat.

## Highlighting Local Business Collaborations

Local Tour Operators:

			
<b>KOOPERATIONSVEREINBARUNG GET LOCAL ZÜRICH</b>			
<i>zwischen</i>	GET LOCAL ZÜRICH AG Hohlstrasse 417 8048 Zürich	<i>und</i>	S ATLANTIS AG Döltschiweg 234 8055 Zurich
	<i>vertreten durch:</i> Gerardo Viceconte Claudio Deragisch		<i>vertreten durch:</i> Markus Rapatz
	<i>nachfolgend:</i> GET LOCAL ZÜRICH		<i>nachfolgend:</i> FIVE
<b>TRANSPORTATION SERVICES AGREEMENT</b>			
<hr/>			
This Transportation Services Agreement is entered into on <b>January 1, 2023</b> inclusive of the following terms and conditions between <b>Voyage Day Sarl</b> and <b>Five Hotel</b> as defined below.			
<b>Transportation Service Provider:</b>	<b>Voyage Day</b> (the "Transportation Service Provider", "Voyage Day"), a company organized and existing under the laws of Zurich, Switzerland, with its head office located at: <b>Voyage Day</b>		
<b>Client:</b>	<b>FIVE HOTEL</b> (the "Client", "Travel Agent", "FIVE HOTEL"), a company organized and existing under the laws of Switzerland with its head office located at: Zürich		

**ELEMENTS OF LOCAL EMPLOYEMENT**

**Family-Business Led Local Produce:**



G. BIANCHI AG



MARINELLO & CO AG

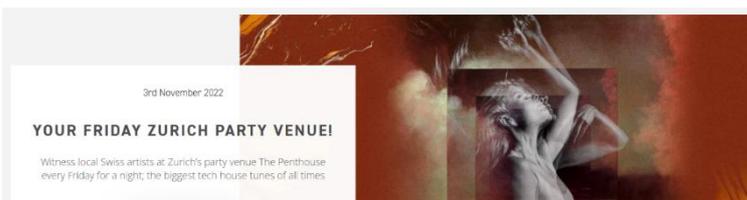


Huber Getränkehandlung AG



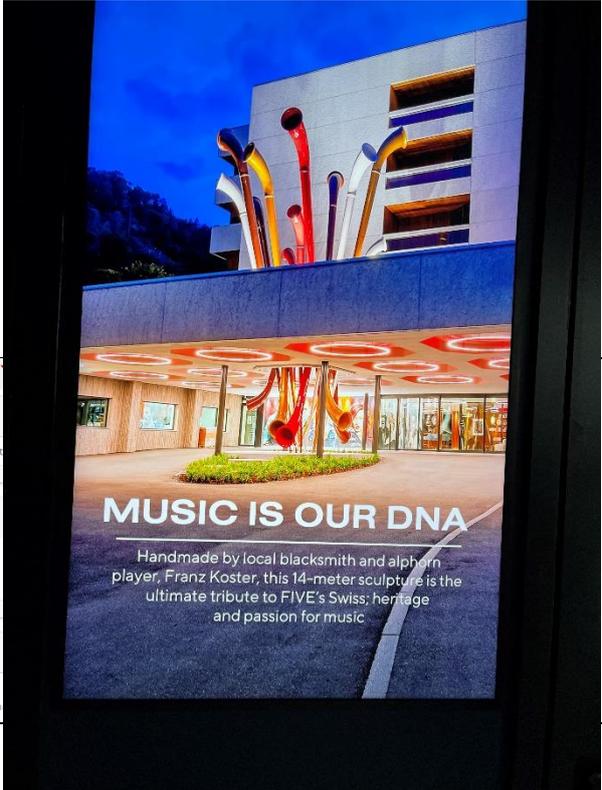
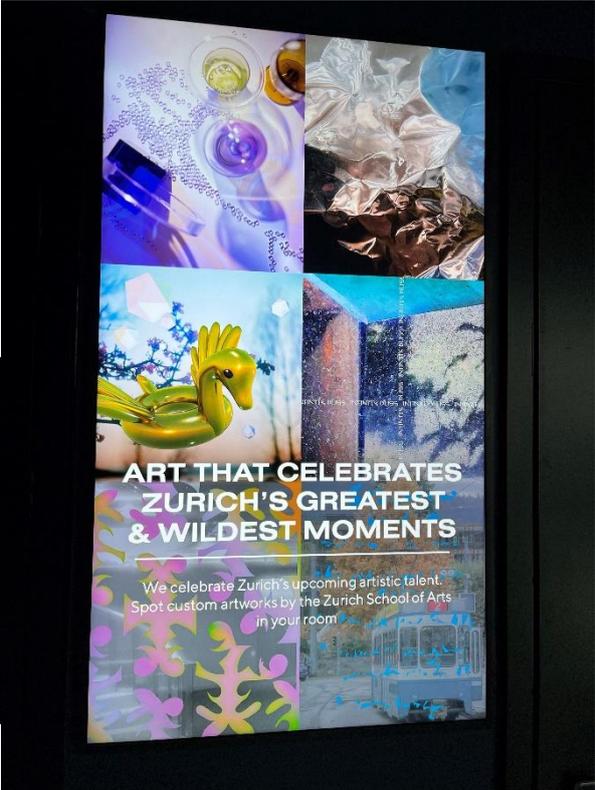
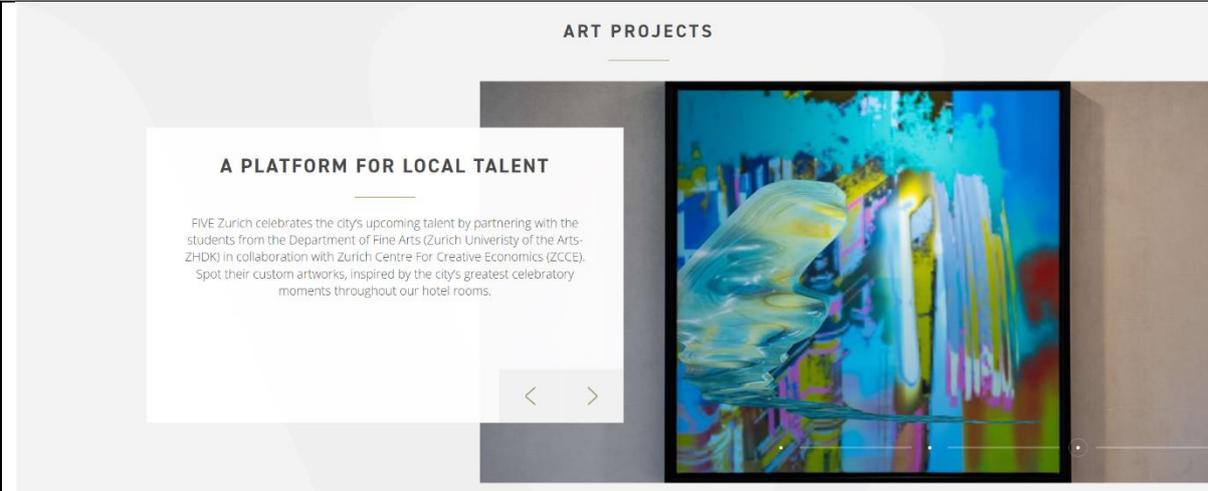
Astra Services

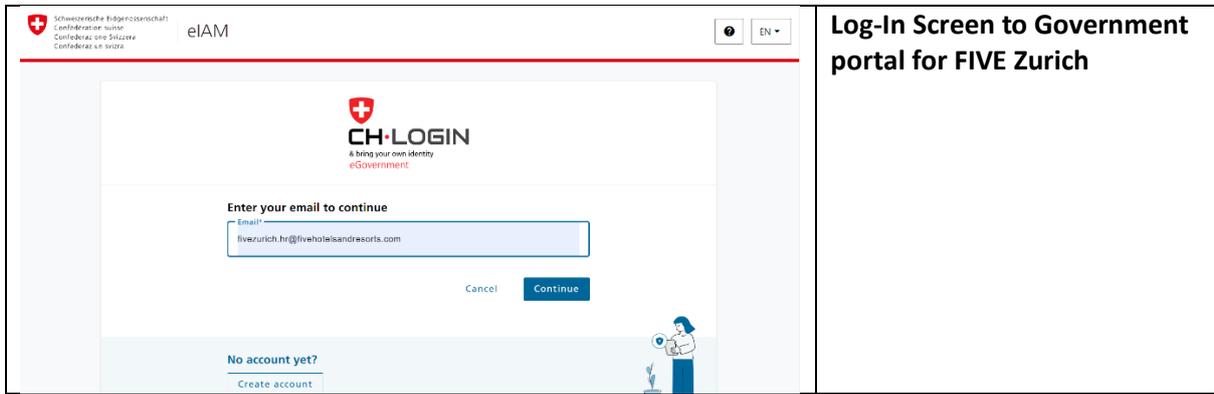
**Local Musical Artists and DJ's:**





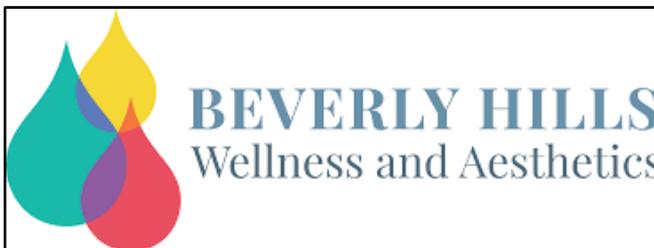
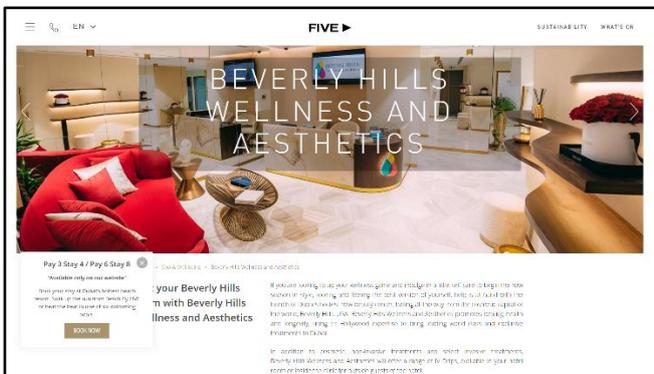
**Local Artists and University Students:**

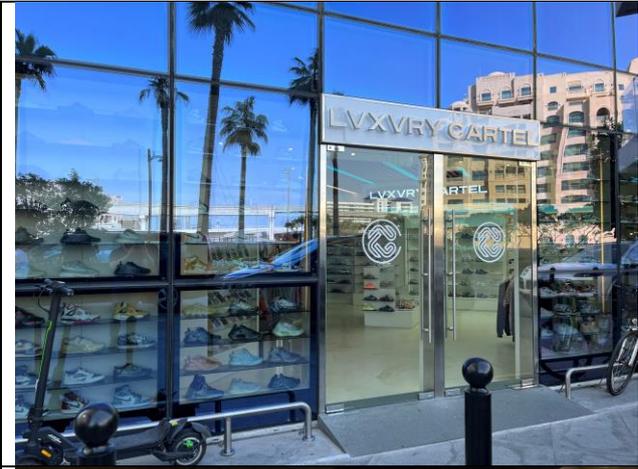




## FIVE Palm Jumeirah:

Our flagship hotel, FIVE Palm Jumeirah, provides extensive entertainment and food and beverage experiences within our luxury brand offering. This includes local business partnerships across wellness, luxury car rental and transportation services, supply chain, fashion and jewellery, and recreation.

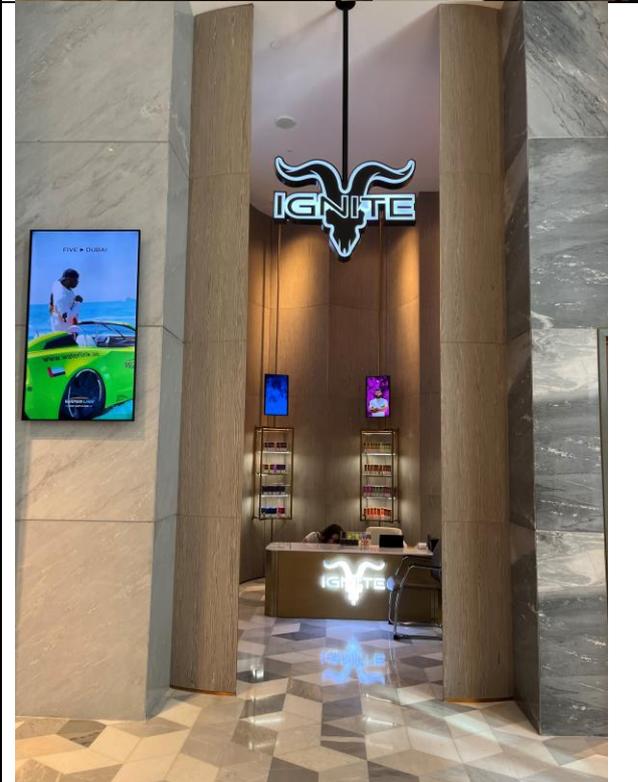




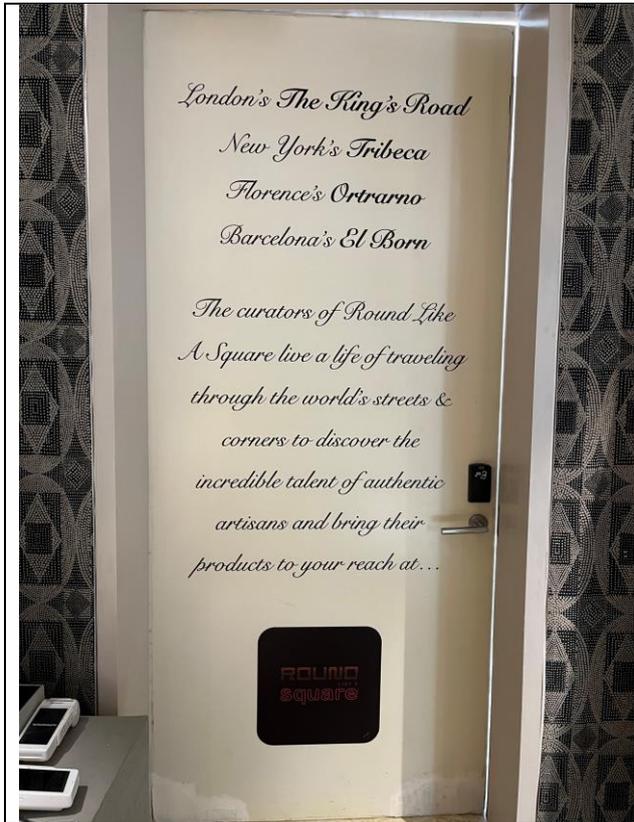
**Luxury Cartel is a sneaker resale business and luxury accessory store. Operates out of entrance of FIVE Palm Jumeirah**



**BeachCity, a chique swimwear and beachwear brand operates at FIVE Palm Jumeirah**



**Ignite a vape shop operates out of FIVE Palm Jumeirah**



**Round Square, a boutique clothing and jewellery store, sits above FIVE Palm's ReFIVE Spa**

## **FIVE Jumeirah Village:**

The skyline-defining FIVE Jumeirah Village provides a one-of-a-kind hospitality experience. The hotel's engagement with local businesses reflects similar offerings as FIVE Palm Jumeirah, including transportation, fitness, and salon businesses.



Concord Transport by Luxury Cars is employed by FIVE Jumeirah Village for transportation services



Instabody Fitness Center and Gym operates out of FIVE Jumeirah Village



FIVE Jumeirah Village features Vivian Beauty Centre, a boutique clinic specializing in a variety of beauty services