

Commercial Permits Guide

Types, required documents and fees



Smarter Dubai, Happier Investors

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 organizing promotional activities in the Emirate of Dubai.

Permits Types

- 1- Promotions.
- 2- Discounts, Special Offers, Clearance.
- 3- Exhibition and Conference.
- 4- Commercial Tents.
- 5- Billboards.
- 6- Print Advertisements/Flyers
- 7- Additional Activities, Overtime.
- 8- Vending Machines.
- 9- Stalls and Counters.
- 10- Composite Activities.
- 11- Daytime delivery during Ramadan.
- 12- Self-Service Machines.
- 13- Additional Offices.
- 14- Parking public spaces.
- 15- Warehouse.

1- Promotions

Definition

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

Requirements

- 1- Permit Application/Request Form.
- 2- Valid license.
- 3- Book outline of the campaign organiser including the following:
- 4- Campaign implementation plan.
- 5- Type and number of awards/prizes and their respective value.
- 6- Invoices as proof of prizes purchased.
- 7- Method of payment for the campaign awards (Immediate or specific to a certain date).
- 8- Date of draws (if any)
- 9- Participating locations in the campaign (if any).
- 10- 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. 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
- 7- Prizes awarded during the promotional campaigns must be benefits, incentives or in-kind vouchers.
- 8- 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.
- 9- 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.
- 10- Raffle tickets may not be sold for cash, but distributed to purchase the good or service promoted.
- 11- 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.
- 12- 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).

- 13- 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 tickets.
- 14- 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:
 - 15- Prof of the winners' receipt of their prizes, their entries and the winning coupons.
 - 16- Prizes not claimed on time can be claimed at the office of the Department of Economic Development.
 - 17- Any settlement after the specified two-month period requires furnishing the necessary legal measures.

2- Discounts, Special Offers, Clearance

Definition

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:

- 1- An announcement displayed in prominent place.
- 2- Price lists.

Notes

- 1- 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.
- 2- Promotions and special offers can be extended for one week only.
- 3- There should be at least two weeks gap between each promotion.
- 4- Discounts may range from 25 % to 75%.
- 5- Discounts should not be less than 25% in the case of weekly draws or special offers.
- 6- The profit rate should not exceed 25% of the cost in the case of weekly draws or special offers.
- 7- The business shall display valid and accurate data on prices of goods and commodities.
- 8- Authorisation/permits are issued within two weeks of receiving complete applications.

3- Exhibition and Conference

Definition

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- A government license is required, including a permit for the exhibition.
- 5- The exhibits should include goods produced or services provided by the public or locals.

- 6- Firms that intend to set up exhibitions should obtain a separate permit for any promotional campaign or conference held alongside the exhibition.
- 7- A DED permit must be obtained for any conferences and seminars that involve speakers and specialists from inside or outside the state.

4- Commercial Tents

Definition

Tents erected or marked for commercial purposes. (Gallery, Ramadan tents).

Requirements

- 1- Valid License.
- 2- Detailed outline of the planned event.
- 3- Approval from Dubai Municipality Planning Department (Public Squares), Roads and Transport Authority (RTA), Dubai Police and Civil Defence.

Notes

Strictly for commercial use only.

5- Billboards

Definition

Display boards of private shops for trade name or trademark identification.

Requirements

- 1- Valid license.
- 2- Detailed of the planned installation.

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.

6- Print Advertisements/Flyers

Definition

Print publications or brochures that inform and promote products to the public.

Requirements

- 1- Permit request/Application form.
- 2- Advertising design in Arabic.
- 3- Valid license.

Notes

- 1- Print the permit number on the flyer/ad.
- 2- Do not post the publication on walls of buildings; don't distribute flyers to passers-by; do not place ads on cars and doors of villas and apartments.
- 3- Print publications/flyers are distributed through the Emirates Post, placed on information desks of commercial centers or distributed with daily newspapers.

7- Additional Activities: Overtime

Definition

Permission to conduct business or provide services after the official working hours (12:00).

Requirements

- 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.

8- Vending Machines

Definition

Machines that dispense items for sale.

Requirements

- 1- Permit application form.
- 2- Valid license.

Notes

- 1- The marketing operations for which these devices and machines are used should be among the licensed activities; the license should also carry a statement that the machine is placed in a suitable location.
- 2- NOC from the property owner or the place where the machine/device is installed is also required.

9- Stalls and Counters

Definition

Booth/Kiosk to display and sell a product or offer a service in commercial centres.

Requirements

- 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.

10- Composite Activities

Definition

There are instances when another activity is done as part of an existing licensed activity, e.g. restaurants engaging in home delivery of food during Ramadan. An additional permit is required for such activities.

Requirements

- 1- Permit application form.
- 2- Valid license.

Notes

- 1- Submit the application form with a chart that shows the location.
- 2- No meals are to be served inside the restaurant during Ramadan.

11- Delivery during the day of the month of Ramadan

Definition

Delivery of food during Ramadan for home and not allowed to serve a meal.

Requirements

- 1- Model Permit Application.
- 2- The license is valid.
- 3- submit the application with a chart that shows the location.

Notes

Not served inside the restaurant during the day of Ramadan.

12- Self-Service Machines

Definition

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

Requirements

- 1- Permit application form.
- 2- Valid license.

Notes

- 1- Surveillance systems from the Central Bank for ATMs.
- 2- Detailed letter from the bank with the number and location of devices.

13- Additional Offices

Definition

Authorised operations of an additional office in the same building.

Requirements

- 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.

14- The offices of insurance in the locations of the technical inspection of vehicles

Definition

To provide insurance service through the opening of the Office inside the building.
technical inspection of Cars.

Requirements

- 1- Model Permit Application .
- 2- The license is valid.

Notes

Lease or no objection letter from the lessor.

15- Parking in public spaces

Definition

Provide parking spaces in private territories.

Requirements

- 1- Permit application form.
- 2- Valid license.

Notes

- 1- RTA approval.
- 2- Dubai Municipality (planning department) approval.

16- Warehouse

Definition

Apply for a permit for warehouse storage continued license list in Dubai or other emirate with a view to the storage of goods and the exercise of the commercial activity within the warehouse.

Requirements

- 1- Permit application form.
- 2- Valid license.

Notes

- 1- Prevents the storage of chemical derivatives, petroleum and flammable materials.
- 2- Sadis implementation the approval of the Ministry of health or body health.
- 3- Prevents the storage of Cars.

The permit

N	Promotions	Details	Fees
1	FreeTaste / Product Definition	For every 10 different products, double fees with double or increase the number mentioned	AED 500
2	Promotional Campaigns / Withdraws	For a month or less, the total value of prizes should not exceed AED 50,000	AED 1000
		A maximum of 20 sites for no more than 2 months and the total value of prizes should not exceed AED 50,000	AED 1200 for each participating site
		A comprehensive promotional campaign is when it is participated by more than 20 branches	AED 5000/Exposition
		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	AED 2000 per participant
		A comprehensive promotional campaign is participated by more than 20 branches	AED 10000/Exposition
3	Promotional Campaigns / Withdraws	For a month or less with the gift values not exceeding AED 500	AED 1000 per site And a maximum of AED 10000
		For a month or less with the gift values exceeding AED 500	AED 2000 per site And a maximum of AED 15000
		One month or less to give instant gifts in	AED 20000
		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	AED 500 for up to 10 sites/Associate
		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	AED 1000 for up to 10 sites/Associate 100 AED for each position, promotion
4	Display Award	Display promos outside the establishment	AED 500
5	Raffle	Five Draws	AED 1000 per draw
		Five Draws	AED 100 per draw

N	Promotions	Details	Fees
6	Raffle	Drawing Locks	AED 300
7	Modify	Modify/Add/Change Draws	AED 500 per draw

N	Draws/Specials/Discount	Details	Fees
1	Sale	A comprehensive promotional campaign is participated by more than 20 branches	AED 2500
		With one week extension	AED 500
		One month granted period to do draws for a shop with an area of 2001 - 4000 square feet or less	AED 3500
			AED 700
		One month granted period to do draws for a shop with an area of 4001 to 6000 square feet	AED 8000
			AED 1600
		One month granted period to do draws for a shop with an area of 6001 and more square feet With one week extension	AED 13500
			AED 2700
2	Special Offer	15-day period to conduct special offer	AED 2500
		With one week extension	AED 500
3	Clearance	One month duration to do the discount	AED 2500

N	Exhibitions / Conferences	Details	Fees
1	Exhibition	Trade show in one facility for 30 days	AED 500
		Trade show in several facilities for 30 days	AED 1000

N	Exhibitions / Conferences	Details	Fees
2	Conference	Commercial or promotional conference participation is free	AED 250
		Commercial or promotional conference participation requires fees	AED 1000
		Commercial or promotional conference is held near a gallery from the value of tickets that are sold through entrance tickets to the exhibits and conferences	AED 500
			10%
3	Tent	Tent for commercial purposes	AED 10 per square foot for not less than 5,000 AED and not more than 15,000 AED

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

N	Print advertisements / Flyers	Details	Fees
1	Paper/Print Ads	Printed Paper Ads	AED 250
		Printed Booklet Ads	AED 500

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

Note:

Fees for (Administrative Services 50 AED + Government Cultural fee10 AED + innovation Dirham fees 10 AED) will be added to the above-mentioned fees.