

Lulu Retail Joins ‘Make it in the Emirates’ Campaign to Promote UAE Made Products

Abu Dhabi : Lulu Retail has partnered with the Ministry of Industry and Advanced Technology (MoIAT) as part of the nationwide ‘Make it in the Emirates’ campaign, aimed at promoting UAE-made products across its network of stores and online platforms.

Running throughout May, the campaign seeks to enhance the visibility of locally manufactured goods and support the growth of the national industrial sector. As one of the UAE’s leading homegrown retailers, Lulu is offering exclusive shelf space, fee waivers, and marketing support to Emirati brands through its hypermarkets and e-commerce platforms.

A Memorandum of Understanding was signed by Omar Al Suwaidi, Undersecretary of MoIAT, and Saifee Rupawala, CEO of Lulu Retail in the presence of Dr. Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology, and Yusuffali M.A., Chairman of Lulu Group.

“ This public-private sector collaboration is a pillar of the country’s foster economic growth. This new initiative reflects the Ministry’s commitment to raising consumer awareness about the quality of UAE-made products. The campaign also aligns with the Year of Community 2025 by encouraging people to buy local.” Said Omar Al Suwaidi, Undersecretary of MoIAT.

“We are proud to partner with MoIAT for the Make it in the Emirates initiative. As a homegrown organization with deep roots in the UAE, supporting and promoting local manufacturing is a top priority for us. Through this partnership, we aim to further expand and promote a wider range of locally made products across our stores, empowering local enterprises” added Yusuffali M.A., Chairman of Lulu Group.

As part of the campaign, Lulu stores will feature dedicated aisles for locally manufactured products, along with branded in-store promotions, digital

storefronts, and multilingual awareness campaigns reaching customers across the UAE.