

ACCORDING TO THE NEW RESEARCH FROM DEPARTMENT OF ECONOMY AND TOURISM IN DUBAI (DET) AND VISA ECONOMIC EMPOWERMENT INSTITUTE



Close to half of MSMEs in Dubai reported positive growth **during the pandemic**



The biggest COVID-19 effects were on **sales and employment**



MSMEs adopted **new payment capabilities** during the pandemic - and transitioned away from some familiar ones



Firms expanded their use of **social networks, messaging apps, and online marketplaces**



The main priorities MSMEs identified in continuing their recovery is **getting customers back**, followed by **diversifying their products and services, exporting to new markets, and digitizing their sales channels**



Looking ahead, firms plan to prioritize **improving their digital capabilities**

WITH THESE FINDINGS IN MIND, THE PAPER CONCLUDES BY RECOMMENDING THAT THE PUBLIC AND PRIVATE SECTORS COLLABORATE TO:

- 1

 Emphasize **digital enablement assistance** for small businesses
- 2

 Keep consumers in mind when **driving digital ubiquity** in Dubai and elsewhere
- 3

 Prioritize **cybersecurity capabilities** for small businesses
- 4

 Help small businesses **connect to marketplaces** and use eCommerce capabilities to export