

# Dubai Customs Launches Project to Update Strategic Plan for 2026-2030

December 15, 2025



**Dubai Customs has announced the launch of a project to update its institutional strategic plan for 2026-2030, as part of ongoing efforts to strengthen Dubai's position as a leading global hub for trade, the economy, and government innovation.**

The initiative reflects a forward-looking approach aimed at keeping pace with rapid global changes in the customs ecosystem, while enhancing community protection, facilitating trade, and supporting the sustainability of the national economy.

The strategic update comes at a time of fundamental shifts in the global customs landscape. These include accelerating digitalisation, the transition towards the new economy, the reshaping of international supply chains, and the growing reliance on artificial intelligence and smart systems in risk control and cross-border trade management. The project supports Dubai's wider vision of future readiness and reinforces the emirate's role as an integrated global economic centre that strengthens the UAE's competitiveness among the world's most agile and advanced economies.

As part of the initiative, Dubai Customs organised an extensive workshop bringing together customs leaders and heads of organisational units. The session focused on global and regional trends affecting customs and international trade, explored potential future transformations, and encouraged teams to propose high-impact initiatives to enhance institutional readiness in the years ahead.

Discussions during the workshop were structured around three core themes. The first examined global and regional trends shaping the future of customs, drawing on the findings of a comprehensive study conducted by project teams over the initial six weeks. The study identified eight key trends expected to

influence customs operations in the coming years, including the digitalisation of processes, accelerated adoption of next-generation artificial intelligence, the growth of cross-border e-commerce, and the strengthening of governance and transparency standards.

The second theme focused on the development of strategic initiatives to reinforce leadership. Participants were invited to propose innovative initiatives aligned with national priorities and Dubai's economic agenda, including increasing trade value, reinforcing Dubai's position as a global logistics capital, and enhancing customs clearance efficiency to become the fastest in the world.

The third theme addressed future indicators, with teams presenting anticipated global developments to build a shared understanding of upcoming challenges and opportunities and to support informed decision-making in shaping the new strategic plan.

Commenting on the launch, His Excellency Dr. Abdulla Busenad, Director General of Dubai Customs, said:

"The 2026-2030 plan reshapes the development of the future of customs work in Dubai. We are working to build an institution capable of anticipating challenges before they occur and able to turn every global opportunity into a national gain. This plan will combine efficiency with innovation and transform artificial intelligence from a supporting tool into a central element in decision-making.

"The new plan aligns with Dubai's D33 economic agenda, which aims to double the size of the emirate's economy over the next decade and increase trade levels. At Dubai Customs, we see our role as crucial in facilitating global trade, reducing procedural costs for companies, and enhancing border governance. Our goal is for Dubai to be the most advanced and seamless customs destination in the world."

Eng. Adel Al Suwaidi, Director of Strategy and Corporate Excellence Department at Dubai Customs, highlighted the transformative nature of the initiative, saying:

"We are preparing for a new phase of customs innovation and maximising Dubai's economic value. The strategic plan project represents a qualitative leap in the approach to customs strategic planning by adopting future-foresight methodologies and linking initiatives to global and regional economic dynamics.

"We will see broader reliance on advanced technology to improve data quality and develop the smart risk ecosystem, ensuring a balance between facilitating trade flows and protecting borders while supporting security stability in the community. We are preparing for a transformative shift in customs operations that will enhance Dubai's ability to compete with the best centres for trade and logistics solutions worldwide."

Dubai Customs views the updated 2026-2030 strategic plan as a critical step in strengthening institutional agility, embedding innovation at the core of operations, and ensuring the emirate remains at the forefront of global trade and customs excellence.