

EXECUTIVE INSIGHTS

BEYOND THE QUOTA

Building Sustainable Emiratisation
for a Future-Ready Workforce

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The true measure of Emiratisation is not the number of roles filled, but the capability built, leadership developed, and opportunities unlocked for future generations.

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Board Member,
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FROM COMPLIANCE TO CAPABILITY

The conversation around Emiratisation has shifted from regulatory compliance to nation-building, positioning it as a long-term workforce strategy that supports the UAE's economic and social ambitions.

With NAFIS extended through 2040 and national talent development deeply embedded in the UAE's economic agenda, organizations are being called to rethink their approach.

The shift is clear:



From fulfilling
quotas



To developing
sustainable national
capability

WHAT DEFINES STRATEGIC EMIRATISATION?

High-impact organizations are moving beyond hiring outcomes.

They are building integrated talent ecosystems that connect:



- **1. Workforce planning**
Align national talent goals with future business needs.
- **2. Capability development**
Invest in structured learning and career-building pathways.
- **3. Leadership pipelines**
Identify, prepare and empower the next generation of leaders.
- **4. Succession architecture**
Build visibility and readiness across critical roles.
- **5. Long-term retention strategy**
Create purpose, growth and belonging that lasts.



Emiratization succeeds when it is embedded into how business is built, not added onto it.

