

The Strategic Map of Dubai Land Department 2021

Our Vision: To position Dubai as the world's first real estate destination as to innovation, trust, and happiness

Our Mission: To create an innovation and sustainable real estate environment that will promote Dubai as the World's happiest city through:

- ▶ Smart Services
- ▶ Professional human and financial resources
- ▶ Integrated real estate legislation



Stakeholders

Innovative and Sustainable Global Real Estate Form

Enhancing real estate market efficiency through the dissemination and the transfer of real estate knowledge among all parties

Prompting real estate sustainability through the implementation of initiatives, including environmental, cultural, social and economic themes



Operations and Innovation

Integrated and Smart Real Estate Services

Providing innovative real estate services that ensure the happiness of our customers

Ensuring integrated electronic and smart applications and systems

Ensuring effective coordination and active participation with partners



Secure & Transparent Real Estate System

Enhancing confidence in the real estate sector through application of governance and providing integrated legislation and systems

Improving the efficiency of real estate data to support the real estate market



Sustainable Performance

Sustainable Excellence Performance

Applying best international standards to ensure sustainable quality and community responsibility

Enhancing the position of the real estate sector in Dubai on the world competitiveness indicators

Optimum employment of funds and ensuring the application of effective cost



Learning and Growth

High Professional and Competent Corporate Capacity

Achieving HR happiness through the application of outstanding initiatives and programs

Developing and qualifying HR through the application of development plans and programs

