



مدينة إكسبو دبي
EXPO CITY DUBAI

Expo City Dubai restricted business activities: food and beverage, shisha and alcohol



Expo City Dubai

Expo City Dubai is the pioneering legacy of Expo 2020 Dubai, and has been at the core of our planning since the very beginning. An innovation-driven, people-centric city of the future that is committed to protecting the environment, it forms a key part of the Dubai 2040 Urban Master Plan. As a blueprint for sustainable living, Expo City Dubai (hereinafter known as ECD) expects all entities operating within the city to align with its goals and targets to create a climate friendly, smart community that exists in harmony with nature.

Expo City is packed with an array of educational, cultural and entertainment offerings, as well as offices, residences, leisure facilities, dining options, event venues, wellness and exercise grounds, and more.

Introduction

This document captures the details specific to restricted business activities for food and beverage, alcohol and shisha services. It must be read in conjunction with 'How to set up your business in Expo City Dubai' for entity or branch setup, or with 'How to obtain an Expo City Business Operation Permit' for short-term setup.

In addition to the requirements set by ECD for an ECD Licence or ECD Business Operation Permit (BOP), clients must complete the relevant approval procedures for each restricted business activity as set out by the corresponding governing authorities.

1 Restricted business activities on a permanent basis

The following section provides the requirements and processes to be followed to obtain the necessary approvals from government authorities for food and beverage, alcohol and shisha services and is applicable to clients who plan to carry out these restricted business activities on a permanent basis.



1.1 Food and beverage service

Clients must ensure the selection of the appropriate food and beverage business activities when completing their Expo City Dubai Business Setup Application form below.

Clients offering food and beverage services must obtain approval from Dubai Municipality to proceed with food and beverage operations as part of their ECD Licence Final Approval submission.

To obtain the Dubai Municipality food and beverage operations approval the client will be required to submit the below information directly to Dubai Municipality via email at **foodpermits@dm.gov.ae**:

- > scaled layout
- > details of equipment

Dubai Municipality will review the submission and provide approval to the client to proceed with the setup of food and beverage operations. Where required, this approval may be subject to a physical inspection of the premises post fit-out completion. Dubai Municipality approval must be submitted to ECD along with the legal documents for the client to obtain ECD Final Approval.

Once the client obtains an ECD Trade Licence, the client must register in the Dubai Municipality FoodWatch System online <https://foodwatch.dm.gov.ae> or by contacting the FoodWatch team directly on **+971 4 2230457**.

Once fit-out is complete, the client must ensure all requirements as stipulated in the Dubai Municipality Food Code have been fulfilled. The outlet must also display the Dubai Municipality FoodWatch Certificate and relevant permits at all times.



1.2 Alcohol Service

Outlets planning to serve alcohol on a permanent basis must raise a request with ECD for a No Objection Certificate (NOC) for Restricted Activities as part of their Initial Approval submission. This must be accompanied by the information and documents listed below, if available. If clients are unable to provide the required information and documents at the Initial Approval stage, the request for a NOC for alcohol service can be raised at a later stage. However, clients are reminded that they will not be able to operate with alcohol without the relevant approvals.

Documents required for ECD NOC for alcohol service:

- ✔ **Projected monthly alcohol sales report for the outlet (within maximum quota of AED 2 million, excluding taxes and fees)**
- ✔ **Outlet floor layout and design clearly showing:**
 - › demarcation of licensed areas and non-licensed areas (if applicable)
 - › placement of signage at all exit points of licensed area
 - › restrooms in line with seating capacity or, as a minimum, a single unisex restroom also equipped for People of Determination
 - › how licensed areas will be visually obscured from public view
 - › secure storage for alcohol stock and CCTV coverage for storage entrance
- ✔ **Number of security guards present during operating hours**
- ✔ **Copy of a letter addressed to Dubai Police from the authorised signatory of the outlet stating that alcohol will be served in the ECD outlet including the below details:**
 - › outlet type
 - › operating hours and time of last call for alcohol
 - › outlet seating capacity
 - › outlet's ECD location
 - › entertainment (if applicable)
 - › confirmation that the outlet will operate in adherence to existing Dubai rules and regulations for alcohol service
- ✔ **Copy of the authorised signatory's passport**

Branches must also provide:

 - › copy of the Parent Company Trade Licence
 - › copy of the Parent Company Alcohol Licence

Once all documents are received, ECD will review the submission and issue an invoice to the client to complete payment for an ECD NOC for alcohol service. ECD will then issue the NOC for alcohol service addressed to Dubai Police to allow the client to proceed with obtaining the Alcohol Licence.



Obtaining a Dubai Police Alcohol Licence

Once ECD Initial Approval or the ECD Licence as well as the NOC for alcohol service have been obtained, the client or authorised representative is responsible for proceeding with the submission of the below documents in person directly to Dubai Police at the Dubai Police General Headquarters:

- ✔ ECD Initial Approval certificate or ECD Licence
- ✔ ECD NOC for alcohol service
- ✔ Copy of authorised signatory's passport
- ✔ For branch setups, copy of the Parent Company Trade Licence and Parent Company Alcohol Licence

Dubai Police will provide the client with credentials to proceed with submitting the required documents to obtain their Alcohol Licence online through the Dubai Police Portal. As part of the submission, clients will be required to register their outlet(s) in the Dubai Municipality Revenue System to complete future payments of the mandated seven (7) per cent Dubai Municipality Alcohol Service Fee.

Once submission for the Alcohol Licence has been approved by Dubai Police, the client must proceed with payment of AED 25,020 for the yearly Alcohol Licence fees via bank transfer to the account details, as provided by Dubai Police. Once payment has been completed, Dubai Police will issue the client with the Alcohol Licence and provide ECD with a copy of the same. The client can now proceed with alcohol service in line with Dubai's rules and regulations on alcohol.



1.3 Shisha Service

Outlets planning to serve shisha on a permanent basis must raise a request with ECD for a No Objection Certificate (NOC) for Restricted Activities – Shisha Service as part of the Initial Approval submission. This must be accompanied by the following information and documents listed below, if available. If clients are unable to provide the required information and documents at the Initial Approval stage, the request for a NOC for Shisha Service can be raised at a later stage. However, clients are reminded that they will not be able to operate with shisha without the relevant approvals.

Documents required for ECD NOC for shisha service:

✔ Outlet floor layout and design clearly showing:

- › placement of the smoking section (clearly showing at least 100m away from children's play areas, prayer rooms and public walkways)
- › area of smoking section (not exceeding 50 per cent of total outlet size)
- › area of designated charcoal and shisha preparation section (minimum of five sqm)
- › segregation of smoking and non-smoking areas showing segregation partition of at least 1.2m in height and clearly marked with appropriate signage
- › outlet restrooms and service areas located within non-smoking section only
- › smoking section adheres to cooling and ventilation norms and conditions as per Cabinet Decision No. 24/2013 for Tobacco Control
- › air curtains placed at entrance/exit points of the designated smoking section
- › presence of at least one (1) fire extinguisher and first aid kit

✔ A copy of a letter addressed to Dubai Municipality from the authorised signatory of the outlet stating that shisha will be served in the ECD outlet and including the following details:

- › outlet type
- › operating hours
- › outlet area for front of house only
- › outlet's ECD location
- › confirmation that the outlet will operate in adherence to existing Dubai rules and regulations for shisha service

Once all documents are received, ECD will review the submission and issue an invoice to the client to complete payment for an ECD NOC for shisha service. ECD will then issue the NOC for shisha service addressed to Dubai Municipality to allow the client to proceed with obtaining a Shisha Permit.



Obtaining a Dubai Municipality Shisha Permit

Once the ECD NOC for shisha service has been issued, the client should submit the Shisha Permit request directly to Dubai Municipality through the Dubai Municipality Portal. Dubai Municipality will review the submission and issue a Conditional Shisha Approval Certificate. The Conditional Shisha Approval Certificate must be submitted to ECD along with the required legal documents for ECD Final Approval, if available.

Dubai Municipality will issue the final Shisha Permit once the physical premises have been fitted out and physically inspected. A copy of the Shisha Permit is to be provided to ECD by the client.

② Restricted business activities on a temporary basis

Clients that plan to carry out food and beverage, shisha and/or alcohol operations on a temporary basis must ensure the selection of the appropriate restricted business activities when completing their ECD Business Operation Permit (BOP) application. The client must then complete the relevant approval procedures for each restricted business activity as set by the corresponding governing authority.

The following section provides the requirements and process to be followed to obtain the necessary approvals from government authorities for food and beverage, alcohol and shisha temporary service under an ECD BOP.



2.1 Food and beverage service

Ahead of submitting a BOP application, the client must obtain the Dubai Municipality Smart Permit for Food Activity at Events through the Dubai Municipality FoodWatch System. The permit must be submitted as part of the ECD BOP submission.



2.2 Shisha service

Shisha permits issued for temporary purposes are subject to Dubai Municipality's discretion and are only available from October to April each year. To obtain a Dubai Municipality Temporary Shisha Permit, the client must prepare the below documents and address them to Dubai Municipality with a copy provided to ECD as part of the ECD BOP submission:

✔ Outlet floor layout and design clearly showing:

- › placement of the smoking section (at least 100m away from children's play areas, prayer rooms and public walkways)
- › area of smoking section (not exceeding 50 per cent of total outlet size)
- › area of designated charcoal and shisha preparation section (minimum of five sqm)
- › segregation of smoking and non-smoking area showing segregation partition of at least 1.2m in height and clearly marked with appropriate signage
- › smoking section adheres to cooling and ventilation norms and conditions as per Cabinet Decision No. 24/2013 for Tobacco Control
- › presence of at least one (1) fire extinguisher and first aid kit

✔ Letter from the authorised signatory of the outlet stating that shisha will be served in the ECD outlet and including the below details:

- › type of setup
- › operating hours
- › setup area for front of house only
- › outlet's ECD location
- › confirmation that the outlet/pop-up will be operated in adherence to existing Dubai rules and regulations for shisha service

Once all documents are received, ECD will review the submission and issue an invoice to the client to complete payment for the ECD NOC for temporary shisha service. ECD will then issue the NOC for temporary shisha service addressed to Dubai Municipality to allow the client to proceed with obtaining a Dubai Municipality Temporary Shisha Permit.



Obtaining a Temporary Shisha Permit

Once the ECD NOC for temporary shisha service has been issued, the client should proceed with submitting their Temporary Shisha Permit request directly to Dubai Municipality through the Dubai Municipality Portal. Dubai Municipality will review the submission and issue a Temporary Shisha Permit. The permit must be submitted to ECD to allow issuance of the ECD BOP.



2.3 Alcohol service

To obtain a Dubai Event Alcohol Permit, the client must prepare the below documents addressed to Dubai Police, and provide a copy to ECD as part of the ECD BOP submission:

- ✔ **A letter addressed to Dubai Police from the authorised signatory of the event/activation/pop-up, stating that alcohol will be served as well as capturing the below details:**
 - › type of event/activation/pop-up
 - › event date and time
 - › number of expected guests
 - › whether the event/activation/pop-up is public or private
 - › ECD location of event/activation/pop-up
 - › entertainment company (if applicable) along with the event permit issued by Dubai Department of Economy and Tourism (DET)
 - › statement that alcohol service will be carried out in adherence to Dubai's rules and regulations for alcohol
 - › for Branches only, a copy of the Parent Company Trade Licence and Parent Company Alcohol Licence
- ✔ **Event/activation/pop-up floor layout and design clearly showing:**
 - › demarcation of licensed areas and non-licensed areas (if applicable)
 - › placement of signage at all exit points of licensed area
 - › how licensed areas will be visually obscured from public view
- ✔ **Number of security guards present during the hours of operation for the event as well as the lead security guard name and contact details**
 - › If the security provider managing the event/activation/pop-up is not an Expo City Dubai provider, then an appointment letter from the authorised signatory of the security organisation with the company name and licence, must be provided
- ✔ **If the operator providing alcohol for the event/activation/pop-up is not an Expo City Dubai provider, then a copy of the Dubai Trade Licence and Dubai Alcohol Permit, along with a letter from the operator's authorised signatory stating they will be undertaking the alcohol service of the event, must be provided**

Once all documents are received, ECD will review the BOP submission and issue an invoice to the client to complete payment for the ECD NOC for an Event Alcohol Permit. ECD will then issue the NOC for an Event Alcohol Permit directly to Dubai Police.



Obtaining an Event Alcohol Permit

Upon issuance of the NOC for an Event Alcohol Permit, a notification will be sent to the client to proceed with the submission of original documents as listed in the previous section, in person at Dubai Police General Headquarters accompanied by the relevant individuals as detailed below:

- ✔ Representative from the security provider (if an Expo City Dubai provider is not utilised)
- ✔ Representative from the entertainment provider along with their DET Permit (if applicable)
- ✔ Representative from the catering provider (if an Expo City Dubai provider is not utilised)

A payment of AED 1,020 per day for the event/activation/pop-up must also be completed along with the submission of the documents to Dubai Police. Once submission has been approved and payment has been completed, Dubai Police will issue the client with an Event Alcohol Permit and a copy of the same to ECD. Upon receiving the permit, ECD will issue the BOP.

Permit requirements and costs are subject to change in line with the regulations of relevant government authorities, who reserve the right to approve or reject applications. Clients are advised to refer to the latest governing authority requirements in addition to the latest ECD Licence and permits requirements.