



بلدية دبي
DUBAI MUNICIPALITY



Press release

SICPA supports Dubai Strategic Initiatives

Dubai, UAE, August 22, 2016

Dubai Municipality and SICPA, leader in traceability and authentication solutions, sign a contract to reinforce food safety and consumer health protection in Dubai. The signing ceremony covered by the media, took place today in the presence of H.E. Engineer Hussain Lootah, Director General of Dubai Municipality and Mr. Philippe Amon, Chairman and CEO of SICPA, at the Dubai Municipality headquarters.

Constantly innovating to protect consumers, Dubai City of Sustainability and Happiness has taken the initiative to tackle the challenges posed by today's complex supply chains in a globalised and digitised world. A smart track & trace system is being launched, designed to enable traceability for the consumers and authorities, as well as detect counterfeits and identify illicit goods. It will allow the authorities to significantly mitigate risks related to potential fraud and protect the legitimate economy.

SICPA's smart track & trace technology called SICPATRACE® guarantees the authenticity of goods as well as their conformity to standards of certification and accreditation. The smart labels used for tracking functions can be applied to a large variety of products such as packaged foods, cosmetics, pharmaceuticals, dairy products or food supplements. The system will empower consumers who will be able to scan goods themselves to confirm their origin and relevant product information and detect potential uncertified products. The initial application phase focuses on water carboys and Halal products.

Founded in 1927 and headquartered in Lausanne, SICPA is the leading global provider of secured identification, traceability and authentication solutions and services. At the core of SICPA's security expertise are high technology security inks that protect the majority of the world's banknotes and value documents from the threats of counterfeiting and fraud. SICPA's secure track and trace technologies have a proven track record of facilitating identity protection, secure transactions and product integrity; the company has become a trusted advisor to governments, central banks, high security printers and industry. By combining material and digital security, SICPA protects over 80 billion products annually. SICPA is an innovative company with offices and factories on five continents. With employees of over 50 nationalities, the company provides technologies and services worldwide.

Dubai Municipality was founded in 1954 commencing its activities with a cadre of seven employees undertaking simple tasks to keep the city clean. The first decree establishing the Municipality was on February 28, 1957, whereby 23 municipal council members were appointed from the elders of the country and traders. It gave the Municipality specific powers, the most important of which was to take care of health and architectural affairs of the city as well as to organize construction and beautification of the city and provide constructive suggestions to the government.

Dubai Municipality has developed significantly since then, evolving over the years and taking on multiple tasks. The Municipality grew in line with the expansion of the Emirate of Dubai, currently it has 11,000 employees working in 34 departments. It is one of the largest governmental institutions in terms of services rendered and projects executed. The municipality is a leading driver of growth and evolution of the Emirate of Dubai.