

**Law No. (2) of 2010**  
**Establishing the**  
**Government of Dubai Media Office<sup>1</sup>**

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**We, Mohammed bin Rashid Al Maktoum, Ruler of Dubai,**

After perusal of:

The Government of Dubai Human Resources Management Law No. (27) of 2006; and  
Law No. (20) of 2009 Establishing the Falcon Corporation,

**Do hereby issue this Law**

**Article (1)**

The following words and expressions, wherever mentioned in this Law, will have the meaning indicated opposite each of them, unless the context implies otherwise:

Emirate:	The Emirate of Dubai.
Ruler:	His Highness the Ruler of Dubai.
Government:	The Government of Dubai.
Court:	The Ruler's Court.
DMO:	The Government of Dubai Media Office established pursuant to this Law.
Director General:	The director general of the DMO.

**Article (2)**

By virtue of this Law, a media office for the Government of Dubai is established. The DMO will have legal personality and the legal capacity required to undertake all acts and dispositions that ensure the achievement of its objectives. The DMO will be affiliated to the Court.

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*<sup>1</sup>Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict, the Arabic text will prevail.*

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### **Article (3)**

The DMO will, in coordination with Government entities, have the duties to:

1. provide media organisations with news relating to the Ruler and the Government, and ensure media coverage of their various activities;
2. organise and hold press conferences for the Ruler and the Government and invite representatives from various local, Arab, and international media to attend such conferences;
3. arrange for panel discussions and interviews involving the Ruler, Crown Prince, and Government officials with various local and international media; follow up the broadcast and publication of such discussions and interviews; and analyse their impact on public opinion;
4. monitor and analyse the news stories published by local, Arab, and international media and the public opinion trends in relation to the latest international developments, to the news and events of the Emirate, and to the activities of the Government and its officials; and to submit the outcome in the form of daily reports to be presented to the Ruler and to the Director of the Court;
5. maintain, document, and archive the press releases, and television and radio interviews, of the Ruler, Crown Prince, and Government officials; and
6. perform any other duties in line with the nature of the DMO work; or assigned to the DMO by the Ruler or the Director of the Court.

### **Article (4)**

The DMO will have a Director General appointed pursuant to a decree issued by the Ruler.

### **Article (5)**

The Director General will supervise the work and activities of the DMO and shall represent it before third parties. For these purposes, the Director General may:

1. propose the general policy and strategic plans for the DMO and submit the same to the Director of the Court for approval;
2. propose the initiatives, programmes, projects, studies, and recommendations in relation to the work and activities of the DMO; and submit the same to the Director of the Court for approval;
3. prepare the annual budget and financial statements of the DMO; and submit the same to the Director of the Court for approval;

4. prepare the annual report on the activities of the DMO; and submit the same to the Director of the Court for approval;
5. oversee the daily work of the DMO and the performance of its staff;
6. propose the organisational structure, and the bylaws regulating the administrative, financial, and technical work of the DMO; and submit the same to the Director of the Court for approval; and
7. perform any other duties or functions related to the duties and functions of the DMO.

#### **Article (6)**

The financial resources of the DMO will consist of:

1. the support allocated to the DMO in the general budget of the Emirate; and
2. any other resources approved by the Director of the Court.

#### **Article (7)**

The financial year of the DMO will commence on 1 January and will end on 31 December of each year.

#### **Article (8)**

The following entities are hereby affiliated to the DMO:

1. the Dubai Press Club;
2. the Falcon Corporation; and
3. the Dubai Media Affairs Office "Brand Dubai".

#### **Article (9)**

The Government of Dubai Human Resources Management Law No. (27) of 2006 will apply to the DMO employees.

#### **Article (10)**

This Law comes into force on the day on which it is issued, and will be published in the Official Gazette.

**Mohammed bin Rashid Al Maktoum**

## **Ruler of Dubai**

Issued in Dubai on 10 January 2010  
Corresponding to 24 Muharram 1431 AH