

strong winds. Identifying forest areas most vulnerable to strong winds will allow for proactive preventative measures: for example, identifying areas that are most vulnerable to wind damage, optimizing forest planting patterns based on wind patterns, creating windbreaks.

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## UAE NATIONAL BRANDING: FROM AN OIL STATE TO A SYMBOL OF LUXURY, INNOVATION AND CULTURE

### Национальный брендинг ОАЭ:

#### от нефтяного государства к символу роскоши, инноваций и культуры

The aim of the study is to demonstrate how a country has transformed and reached its peak of development through the effective use of resources, using the example of the United Arab Emirates.

Modern Dubai has been a symbol of luxury and wealth for several years, rivaling the capital city of Abu Dhabi. Every year, the United Arab Emirates attracts millions of tourists from around the world, eager to witness the world of luxury that has been created in a remarkably short time.

The UAE is famous for its reserves of oil and natural gas, which are concentrated in Abu Dhabi and Dubai. It is these resources that have formed the economic basis of the country and allowed it to become a leader. The UAE is one of the top ten countries in terms of oil production, ranking sixth. According to statistics, the UAE produces

approximately 3.9 million barrels of oil per day. The UAE's resources are not limited to oil and natural gas; the country also has reserves of uranium, chromite, iron ore, copper, nickel, and generates solar energy and produces gold.

Old-timers of the UAE remember the emirates as being very different from what the current generation of locals and tourists sees. Half a century ago, the country looked very different: there were no roads, only sand, Bedouins traveled on camels, and the population had problems with electricity and water supply. At that time, the citizens of the UAE had no idea of the potential their country had.

The end of the 20th century changed the course of the country's development by 180 degrees: oil was discovered here in Abu Dhabi. The government used oil revenues to invest in infrastructure, education, and tourism. They focused on diversifying the economy to avoid relying solely on oil. Investing in the diversification of the country's economy was the most prudent decision. The fear of dependence on oil production overwhelmed the first Emir of Dubai, Rashid bin Saeed Al Maktoum, prompting him to focus on tourism and globalization.

It is important to note that the UAE is supported and financed by many countries around the world, including both developing and developed countries. The main countries investing in the UAE are the United States, Singapore, Hong Kong, Brazil, Russia, and other countries in Europe and Asia. The main investment sectors are logistics, energy, trade.

It is undeniable that the UAE is succeeding in all areas of its multi-vector economy, resulting in a very high level of GDP. According to 2023 data, the UAE's GDP is \$514.13 billion, and its GDP PPP is \$849.8 billion. These figures place the country at 34th place in the world in terms of GDP. The UAE's GDP per head is \$41,875, which places the country at 13th place in the world.

The country has all the conditions for business development and prosperity, creating a comprehensive mechanism for supporting citizens and tools for the growth of their companies and enterprises. The UAE offers businessmen tax benefits, a simplified company registration system, access to the markets of the Middle East, Africa, Asia, and Europe, advanced infrastructure, and most importantly, stability and security. The government is launching programs for business development at the state level.

It can be concluded that the prosperity of the United Arab Emirates has been based on sound economic strategies and wise leadership. The UAE's economic behavior and achievements have shown that simply possessing resources is not enough: it is crucial to manage them in a way that enhances their value and provides a foundation for future growth.