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Since time immemorial, mankind has doggedly chased the wealth creation rainbow. Waging wars, battling the elements, history is rife with stories of brave men and women who have wandered off into the unknown. Recent generations have had it easier. The core activities of trade and tourism, have both flourished in the unified monetary habitat. Yet, the burning question remains. Where and how does one park their monies in order to maximize their investments?

The answer to this searing question lies within the span of three important words: foreign direct investment (FDI). The UAE has surged ahead in the past few years to emerge as a strong contender for the hottest investment destination sobriquet. The infrastructure is great; there is strong governmental support in the form of favourable laws and policy frameworks that are conducive to business. The entire procedure for doing business in UAE has been simplified to the best extent possible, in an attempt to encourage the brightest and most gifted minds in the industry.

If you are a local, then it makes sense to pick up stock options in key, influence-wielding financial institutions, like banks and other such commercial lending options available. Locals can use the power of the collective and invest through industry rated mutual fund managers, to hedge their investments against any jeopardizing decision.

With the realty market having gone through its bust phase and now on the way to recovery, purchasing stakes in some of the larger players in the market (like master developers Nakhleel) should be a good decision. A word of caution for potential entrants; the financial health of many a developer is in the doldrums and one should perform the necessary due diligence, before making the call.

But perhaps, the time is right for international investors to take the foreign direct investment (FDI) route for their next round of expansion into the lucrative Middle-Eastern market. Hotel occupancy rates have been at an all time high and the government has been exhibiting its commitment to the tourism industry. Thus, the high-growth oriented hotel and travel industry brings with it the hope and promise of currency influxes from around the world. This key factor alone just might make FDI, the missing piece of the economic puzzle.

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Authors Bio:a Business Setup in RAK & UAE with our professional Grow Your Business And Beyond Services. Establish your company in UAE, RAK, Dubai with RAK Investment Authority in just $4000*. RAK Investment Authority (RAKIA) is a Government entity operating in the Emirate of Ras Al Khaimah, United Arab Emirates, with free zone and non free zone industrial parks in Al Hamra (5.8 million square meters) and Al Ghayl (21 million square meters) and a business park in the Al Hamra Area.Â aGrow Your Business And Beyond issues Trading, Professional, Consulting, Service and Industrial licenses for free zone as well as non free zone companies. With investor

friendly policies, state of the art infrastructure and low setup costs, RAKIA has successfully attracted over US$ 3.5 Billion in investments and is home to nearly 5000 companies from diverse sectors of activity.

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