



EMAN BADR ALSUWAIDI

GLOBAL TRADE & CUSTOMS EXPERT

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Dubai, UAE
Culture Builder | Change Catalyst

PROFILE

Distinguished leader at Dubai Customs, with over 25 years of expertise in trade facilitation, core Customs core business rules and operations, and organizational development.

Passionate about empowering teams, driving innovation, and elevating Dubai's global standing in trade facilitation

EDUCATION

2013 Master of Management in Entrepreneurial Leadership
Hamdan Bin Mohammed Smart University

2012 Diploma - Excellence Assessor
Abu Dhabi International Centre for Organizational Excellence

2008 Executive Leadership Program
Wharton Business School, University of Pennsylvania, USA

1991 Bachelor of Statistics & Planning
United Arab Emirates University Al Ain, UAE

RECOGNITION

2025 HBC Women Leadership Award
London

SKILLS

Strategic Leadership & Innovation Trade Compliance & Customs Facilitation
Client Happiness & Experience Design Organizational Culture Team Empowerment
Digital Transformation Program Delivery International Agreements AEO Standards
Public Sector Reform & Policy Implementation

EXPERIENCE



Director, Client Happiness Department
2024 – Present
Dubai Customs



Director, Customs Valuation Department
2020 – 2024
Dubai Customs



Director, Customs Declaration Management
2014 – 2020
Dubai Customs



Senior Manager, Client Happiness Department
2006 – 2014
Dubai Customs



Head Roles in Tariff, Projects, Statistics, and Internal Auditing
1994 – 2006
Dubai Customs

KEY IMPLEMENTATIONS

UAE Authorized Economic Operator (AEO) Program
Dubai Customs Reform & Modernization Program
Business to Government (B2G) Channel
Enterprise Client Registration System
Client Accreditation Program