



U.S.-U.A.E. Business Council  
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CORPORATE SPOTLIGHT

# twofour54

BUSINESS COUNCIL REPORT

## Authors

### **U.S. - U.A.E. Business Council**

The U.S.-U.A.E. Business Council is the premier business organization dedicated to advancing bilateral commercial relations. By leveraging its extensive networks in the United States and in the region, the U.S.-U.A.E. Business Council provides unparalleled access to senior decision makers in business and government with the aim of deepening bilateral trade and investment.

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**twofour54**  
Abu Dhabi  
منطقة صناعي الإعلام  
media & entertainment hub

## twofour54

twofour54 is a leading media free zone that provides world-class infrastructure and 360-degree support services that enable the creative community to bring their ideas to life



### In the News

twofour54 announced a 10-year landmark partnership with Unity Technologies, the world's leading platform for creating and operating interactive, real-time 3D (RT3D) content, to establish a Centre of Excellence which will provide the game development industry in the region with unparalleled on-the-ground support to students, professionals and small businesses throughout the Middle East and Africa (MENA). Together, twofour54 and Unity will develop a physical state-of-the-art gaming hub where local start-ups and students can learn the skills needed to succeed in the gaming industry. The training initiative will sit alongside a competitive subsidy package for developers.

In line with its mission to support Abu Dhabi's media industry, twofour54 announced business relief measures to allow businesses to continue operating through the COVID-19 pandemic and ensure the continuity of nearly \$100 million worth of productions. These measures included rent relief for over 115 SMEs.

Recent projects at twofour54 include Hollywood blockbuster '6 Underground'; Emirati feature film, 'Ghost'; Arabic drama 'Boxing Girls'; and Hindi-language drama 'Bharat'.



### U.S.-U.A.E. Partnerships

twofour54 houses major U.S. networks including CNN, as well as smaller U.S. media startups

twofour54 and Netflix worked together on the film '6 Underground' directed by award-winning Hollywood director Michael Ray and starring Ryan Reynolds

Paramount Pictures, a major U.S. film studio, made use of twofour54 production services and its 700+ freelancers to shoot a number of films in Abu Dhabi including Mission: Impossible and Sonic the Hedgehog

## Fast Facts



Headquarters  
**Abu Dhabi**



Established  
**2008**



To develop a thriving creative ecosystem that inspires world-class content and fosters the success of the region's media industry



Media Companies  
**550+**



Freelancers  
**800+**



Entrepreneurs  
**80+**



Situated at the heart of one of the fastest growing media markets in the world with attractive economic benefits for companies, such as easy licensing and business set-up services and 100% company ownership



Winner of BroadcastPro's 'Broadcast Services Provider of the Year' award for two consecutive years



## Leadership



CEO  
**Michael Garin**

Michael, a highly respected media industry executive with over 40 years of industry experience, was appointed CEO of twofour54 Abu Dhabi in January 2020. As CEO, he leads the twofour54 team in facilitating a vibrant ecosystem of local and global partners that enables and inspires the most creative and innovative content.

Michael joined twofour54 from Image Nation Abu Dhabi, where he served as CEO from February 2011. Previously, he had also spent four years as a member of the Executive Committee of Abu Dhabi Media Company.

**" A strong media sector is considered to be vital to both the economy and society of the U.A.E., which is why it is seen as a strategically critical sector for the future of Abu Dhabi. twofour54's support to Abu Dhabi's media industry is inspired by the message of unity and cooperation of His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the U.A.E. Armed Forces, and Chairman of the Abu Dhabi Executive Council, and his directives to support SMEs. "**

*Michael Garin, CEO, twofour54*



Chairman  
**H.E. Mohammed  
Al Mubarak**

H.E. Mohamed Khalifa Al Mubarak is the Chairman of the Department of Culture and Tourism – Abu Dhabi and a member of the Executive Council of Abu Dhabi. His other key management positions in Abu Dhabi reflect his strong leadership and strategic planning skills.

At twofour54, Al Mubarak ensures the growth and sustainability of the region's media industry.

Contact Information: To learn more about twofour54, visit:

[www.twofour54.com](http://www.twofour54.com)



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