جمارك أبوظبي
Abu Dhabi Customs

SUGGESTED CONTENT

Prepared for **Abu Dhabi Customs**
by **Stellar Media** · SEP 2026

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About
Abu Dhabi Customs

The General Administration of Customs – Abu Dhabi is a government entity responsible for implementing customs policies approved by the relevant authorities in the United Arab Emirates. It serves as the primary gateway for regulating and overseeing trade movements across Abu Dhabi's various border crossings.

Abu Dhabi Customs is tasked with proposing public policies and developing strategic plans related to customs affairs in the Emirate. Its objectives include facilitating the smooth flow of trade, ensuring compliance with customs laws and regulations, and supporting efforts to protect society from unlawful practices. These goals are achieved through the management and operation of customs centres, valuation of authorised goods, collection of applicable customs duties, and regulation of goods movement, logistics chains, and customs clearance processes.

The administration also works, in coordination with concerned authorities, to prevent, restrict, or regulate the import, export, or transit of certain goods. It monitors free zones and bonded warehouses in accordance with applicable legislation and combats customs smuggling by identifying violations and taking appropriate legal action. Driven by an ambitious strategic vision, Abu Dhabi Customs aspires to be a world-class customs authority and to reinforce Abu Dhabi's position as a preferred destination for business at the local, regional and international levels.



الخطـــــوط

المحتـــوى المقتـــــرح

DISPLAY / HEADLINE · Helvetica Neue LT Arabic — wide letter-stretch (kashida) used for emphasis

نص أساسي وعناوين فرعية

Typography — bold, extended geometric Arabic display + clean sans body

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر،
ز، س، ش، ص، ض، ط، ظ، ع،
غ، ف، ق، ك، ل، م، ن، هـ، و، ي

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س،
ش، ص، ض، ط، ظ، ع، غ، ف، ق، ك، ل،
م، ن، هـ، و، ي

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س، ش، ص، ض، ط، ظ، ع، غ، ف،
ق، ك، ل، م، ن، هـ، و، ي

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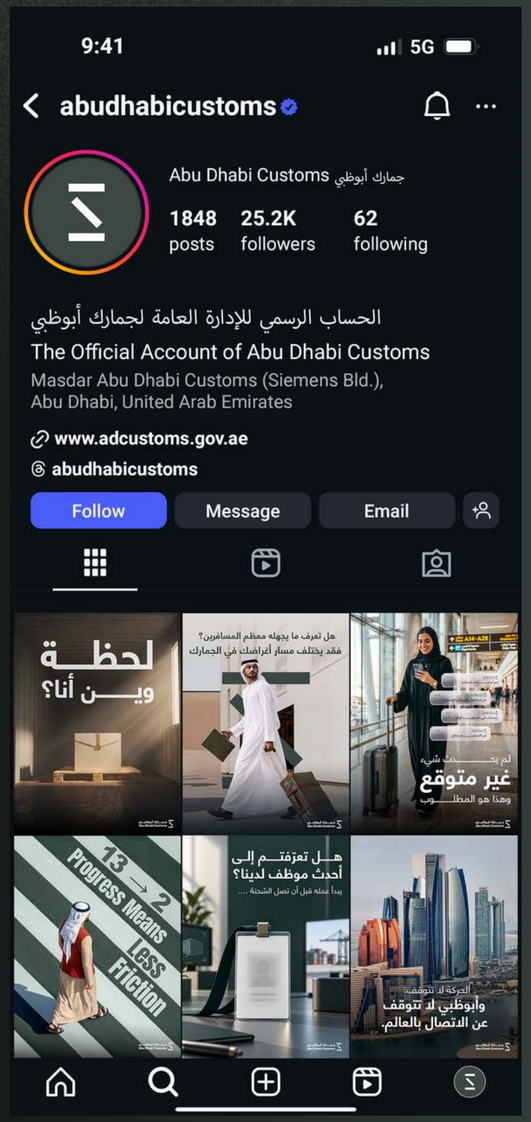
الالـــــــــوان

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CMYK 77 25 21 0
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GrayScale 52

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CMYK 27 73 76 16
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GrayScale 58

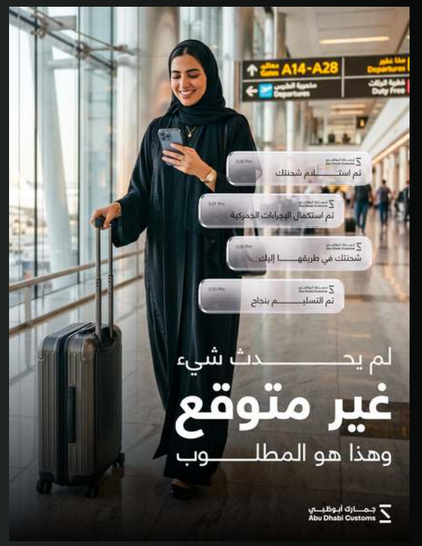
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GRID


9:41
5G
abudhabicustoms
Abu Dhabi Customs جمارك أبوظبي
1848 posts
25.2K followers
62 following
الحساب الرسمي للإدارة العامة لجمارك أبوظبي
The Official Account of Abu Dhabi Customs
Masdar Abu Dhabi Customs (Siemens Bld.),
Abu Dhabi, United Arab Emirates
www.adcustoms.gov.ae
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لحظـــة
ويـــــن أنا؟


هل تعرف ما يجهله معظم المسافرين؟
فقد يختلف مسار أغراضك في الجمارك


A14-A28
لم يحـــــــدث شيء
غير متوقع
وهذا هو المطلـــــوب


13 → 2
Progress Means
Less
Friction


هـــل تعرّفتـــم إلـى
أحدث موظف لدينا؟
يبدأ عمله قبل أن تصل الشحنة ....


الحركة لا تتوقف.
وأبوظبي لا تتوقف
عن الاتصال بالعالم.

Post 1 - **AI Video**

Title:
لحظة ... وين أنا ؟

Pillars:

The Intelligence Behind the Journey: Showing the systems, data and decisions operating behind what appears to be a simple delivery.

Goal:

To shift perception of Customs from procedures and inspections toward safe, intelligent and seamless movement, while increasing awareness of digital and pre-arrival customs processes.

Objective:

To reveal the intelligence, technology and people behind a seamless package journey in an entertaining, relatable way, helping audiences understand the role Abu Dhabi Customs plays before a shipment reaches them.



Post 1 - **AI Video**

CAPTIONS:

في كل شحنة تصل بسلاسة، تعمل منظومة جمركية متكاملة لضمان انسيابية الإجراءات، وتعزيز الأمان، ودعم حركة التجارة بكفاءة.
جمارك أبوظبي تواصل تطوير تجربة جمركية أكثر ذكاءً، استباقية وسلاسة.

Behind every seamless delivery is an integrated customs ecosystem working to keep processes efficient, secure, and trade moving smoothly. Abu Dhabi Customs continues to advance a smarter, more proactive, and seamless customs experience.

Post 2 - **Carousel**

Title:
هل تعرف ما يجهله معظم المسافرين عند عبور الجمارك؟

Pillars:

The strongest pillar here is Customs Made Clear, because the carousel simplifies customs knowledge into clear and memorable information without making it feel dry or instructional.It also strongly supports The Intelligence Behind the Journey, because the audience discovers that not every item follows the same path and that Customs applies different requirements based on what the item is and what process it needs. The carousel also supports Community Protection and Compliance, because it explains that some goods are regulated or restricted for a reason, and helps audiences understand that compliance is part of safe movement. Finally, it supports Trade Facilitation, because one of the main lessons in the carousel is that not every item that requires a procedure is prohibited. In many cases, Customs is simply guiding the item through the correct path.

Goal:

The goal is to position Abu Dhabi Customs as a proactive and trusted source of practical knowledge, while shifting perception from Customs as a place of restrictions only to Customs as an intelligent authority that helps people understand what is permitted, what requires action and what is not allowed.

Objective:

The objective of the carousel is to make customs procedures easier to understand through a creative, curiosity-led format that encourages people to stop, swipe and learn. Rather than communicating regulations in a formal and static way, the aim is to translate them into short, memorable discoveries that feel relevant to real travel behaviour.



Post 2 - **Carousel**













Post 2 - **Carousel**

Captions:

مسموح، مقيّد، يحتاج إلى إفصاح، أم ممنوع؟ معرفة المسار الصحيح قبل السفر تجعل الإجراءات أسهل وأكثر وضوحاً. اطّلع دائماً على المتطلبات المعتمدة عبر القنوات الرسمية لجمارك أبوظبي.

Permitted, restricted, subject to declaration, or prohibited? Knowing the correct path before you travel makes customs procedures easier to understand and navigate. Check the official Abu Dhabi Customs channels for approved requirements.

Post 3 - **Static Post**

Title:
لم يحدث شيء غير متوقع. وهذا هو المطلوب

Pillar:

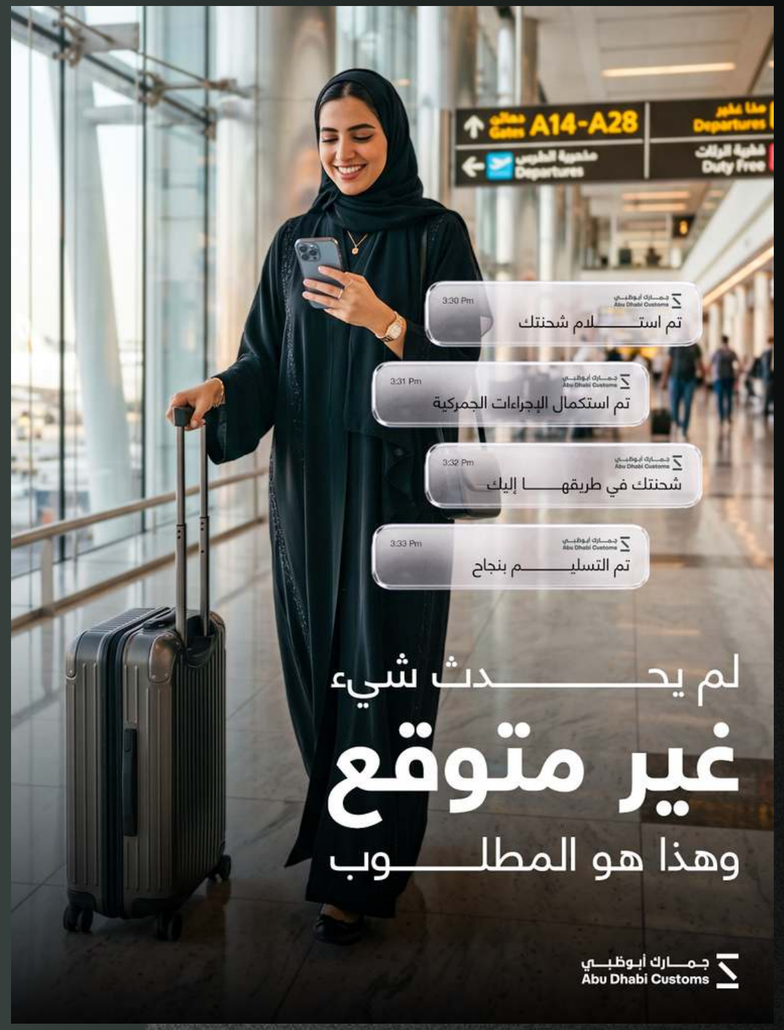
The primary pillar is The Intelligence Behind the Journey, because the post highlights the unseen systems and coordination behind a seamless result. It also supports Invisible Customs, by showing that efficiency is often experienced as the absence of disruption, and Trade Facilitation, because the shipment continues smoothly through each stage without unnecessary friction.

Goal:

To strengthen the perception of Abu Dhabi Customs as an efficient, proactive authority that works behind the scenes to keep legitimate shipments moving safely and smoothly.

Objective:

To demonstrate the value of Abu Dhabi Customs through the outcome of its work rather than through institutional processes, making the idea of seamless customs more human and relatable.



Post 3 - **Static Post**

Captions:

حين تسير كل خطوة كما ينبغي، لا يشعر العميل بتعقيد الرحلة، ومع كل إشعار، يزداد الترقب حتى نصل للحظة التي ننتظرها جميعاً: وصول الشحنة. تعمل جمارك أبوظبي خلف الكواليس لدعم حركة الشحنات بكفاءة وأمان، وصولاً إلى تجربة أكثر سلاسة ولحظة وصول أكثر سرعة.

When every step works as it should, customers don’t experience the complexity behind the journey. With every update, anticipation builds until we reach the moment we all look forward to: the arrival of the shipment. Abu Dhabi Customs works behind the scenes to support the safe and efficient movement of shipments, creating a more seamless experience and a faster moment of arrival.

Post 4 - **Motion Reel**

Title:

13→ 2
Progress Means Less Friction

Pillar:

Seamless Trade

Goal:

Turn a service improvement into a memorable social story that shows how Abu Dhabi Customs makes clearance faster, easier and smarter.



Post 4 - **Motion Reel**

Caption:

أحيانًا، التقدّم لا يعني إضافة خطوة جديدة... بل حذف 11 خطوة من الطريق.
من 13 خطوة إلى خطوتين فقط، أعادت جمارك أبوظبي تصميم رحلة تخليص البضائع لتصبح أقصر، أسرع، وأكثر سلاسة.
لأن الإنجاز الحقيقي لا يحتاج طريقًا أطول... بل طريقًا أذكى.

Sometimes, progress isn’t about adding another step... it’s about removing 11 of them.
From 13 steps to just 2, Abu Dhabi Customs redesigned the goods clearance journey to make it shorter, faster, and more seamless.
Because real progress doesn’t need a longer path—just a smarter one.

Post 5 - **Motion Carousel**

Title:

MEET RIMAH

Pillar:

Intelligent Customs × Protecting Abu Dhabi

Objective:

Introduce RIMAH in an unexpected, human way while revealing one of Abu Dhabi Customs' lesser-known AI capabilities.



Post 5 - **Motion Carousel**



Watch Here



Watch Here



Watch Here



Watch Here

Post 5 - **Motion Carousel**

Caption:

تعرّفوا إلى أحدث إضافة إلى فريقنا... تقريبًا.
يبدأ عمله مبكرًا، يقرأ ما لا يراه الجميع، ولا يحتاج إلى مكتب.
من هو؟
اسحبوا لتتعرّفوا إليه.

Meet the newest addition to our team... sort of.
He gets to work early, reads what others might miss, and never needs a desk.
Who is he?
Swipe to find out.

Post 6 - **Motion Reel**

Title:

THE INVISIBLE MAP OF ABU DHABI

Pillars:

ABU DHABI CONNECTED Connecting Customs to Abu Dhabi's Global Ambition

Goal:

Show how Abu Dhabi Customs connects the emirate to global trade through an integrated network of land, sea and air gateways.
To highlight Abu Dhabi's global connectivity and position Customs as an essential part of the system that keeps trade moving continuously.



Watch Here

Post 6 - **Motion Reel**

Caption:

أبوظبي جزء من شبكة عالمية لا تتوقف عن الحركة.
ومن البر والبحر والجو، تواصل جمارك أبوظبي تمكين حركة التجارة بسلاسة، وربط الإمارة بالعالم.

Abu Dhabi is part of a global network that never stops moving.
Across land, sea and air, Abu Dhabi Customs enables seamless trade and keeps the emirate connected to the world.
#AbuDhabiCustoms

Post 7 - **Carousel**

Title:

الشحنة لم تصل بعد... لكن التخليص سبقها

Pillars:

Seamless Trade × Intelligent Customs

Goal:

Show how Abu Dhabi Customs enables a smoother clearance journey by allowing procedures to begin before goods physically arrive.



Post 7 - **Carousel**









Post 7 - **Carousel**

Caption:

الشحنة ما زالت في الطريق... لكن جمارك أبوظبي سبقتها بخطوة.
مع التخليص قبل الوصول، تبدأ الإجراءات قبل وصول البضائع، لتختصر وقت الانتظار وتمنح التجارة رحلة أكثر سلاسة من البداية إلى الإنجاز.

The shipment is still on its way... but Abu Dhabi Customs is already one step ahead.
With pre-arrival clearance, the process begins before the goods arrive—reducing waiting time and creating a smoother journey from start to completion.

Post 8 - **Motion Carousel**

Title:

كم من التعقيد يقف خلف حركة واحدة؟

Pillar:

SEAMLESS TRADE

Goal:

Show how Abu Dhabi Customs makes trade movement more seamless by reducing complexity, time and effort.
To turn the idea of seamless trade into a visual experience that shows how the best systems make complex processes feel effortless.



Post 8 - **Motion Carousel**



Watch Here



Watch Here



Watch Here



Watch Here

Post 8 - **Motion Carousel**

Caption:

عندما تعمل المنظومة بكفاءة، يصبح ما كان معقدًا أكثر سلاسة، وما كان يستغرق وقتًا أقل شعورًا بالانتظار.
لأن أفضل تجربة جمركية هي التي تجعل حركة التجارة تبدو أسهل.

When a system works efficiently, complexity becomes seamless and waiting becomes almost invisible.
Because the best customs experience is one that makes the movement of trade feel effortless.
#AbuDhabiCustoms

Post 9 - **AI Video**

Title:
THE HANDOFF

Pillars:

PEOPLE BEHIND CUSTOMS
Putting Human Expertise at the Centre

Goal:

Reveal the human side behind the customs ecosystem and highlight the many people, roles and expertise that support the movement of trade.
Show that behind every successful trade journey is a chain of people and expertise, making the human role within the customs ecosystem more visible and relatable.



Post 9 - **AI Video**

CAPTIONS:

وراء كل رحلة تجارية ناجحة، هناك أشخاص وخبرات تكمل بعضها في كل خطوة.
من أول حركة وحتى وصولها، تظل هذه الأيدي جزءًا من منظومة واحدة تحافظ على استمرار الرحلة.

Behind every successful trade journey are people and expertise working together at every step.
From the first movement to the final handoff, many hands come together to keep the journey moving.
#AbuDhabiCustoms

Thank You