

The #1 Recruitment Agency  
in the Middle East since 1983

# NADIA SALARY SURVEY

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2019-2020

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# EXECUTIVE BRIEFING

## INTRODUCTION

Welcome to the 2019/2020 edition of the annual NADIA salary survey, which is recognized throughout the Gulf region as the definitive authority on remuneration and employment trends. Established in 1983, NADIA Global Group has consistently ranked as a leading service provider for Recruitment, Executive Search, Corporate Training and Professional Development. Over three successful decades, we have placed, trained and empowered more than 1 million executives, professionals, and graduates, positioning NADIA as a driving force for career growth and business success. At a time when a number of major international recruiters have withdrawn from the region, NADIA's commitment to the region is steadfast with 36 years of service excellence and counting.

## CURRENT SITUATION

In our salary survey of last year (2018/2019), we highlighted our belief that the UAE was beginning to undergo an evolutionary change in terms of compensation and benefits from the historical "Expatriate type packages" to a more balanced total compensation market-based remuneration. This has taken effect at a quicker pace than anticipated due to the current economic uncertainties being faced both regionally and globally. 2019 has been a year of challenge, regional conflict, oil price fluctuation, and worldwide trade wars have led to a level of uncertainty which local governments have tried to counter with a number of initiatives including long-term residency visas, as well as, relaxed foreign ownership laws to encourage foreign direct investment and small business growth. With Expo 2020 Dubai, the Saudi 2030 Vision and Aramco IPO, we may expect to see stronger economic growth on the horizon.



**Ajay Malhotra**  
*Chief Executive Officer*  
NADIA Global

# EXECUTIVE BRIEFING

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## CURRENT SITUATION (Continued)

Salary growth in Gulf countries and in the UAE, in particular, stalled in 2019. We had forecast an average 5% rise in salary in 2019, in actuality we saw a maximum of 2% with an average of 1.75% being the norm. The continued decline in rental costs and freeze on education fee increases being the two deciding factors attributed by employers in their remuneration calculations. The implementation of VAT in 2018 has now been absorbed by the economy, and this combined with lower living costs has seen the annual inflation rate halved to 2% in 2019.

In 2019 the UAE implemented a new system for long-term residence visas. The new system enables foreigners to live, work and study in the UAE without the need of a national sponsor and with 100 per cent ownership of their business in the UAE mainland. The growing acceptance of employers using outsourced or freelance talent to fulfill short-term requirements is moving the UAE to a gig economy at a faster pace than expected. The announcement in the latter part of the year that husbands could be sponsored by their wives to work legally gave a minor boost to the number of job seekers in the market.

The continued popularity of the UAE as both a MICE (Meetings, Incentives, Conferences and Exhibitions) travel market and tourist destination, coupled with the current drive to market Saudi Arabia as a tourist destination has seen an influx of young hospitality professionals.



**Raghieb Salim**

*General Manager*  
NADIA Global

# EXECUTIVE BRIEFING

## PREDICTIONS

For 2019, we had predicted an average salary increase of 5% in the employment market while in reality we witnessed an average of 2%. For 2020, we see no significant changes in salary levels and are confident employers will continue on the current path of nominal pay increases in the range of 1.75% to 2%.

The establishment of a Provident Fund to replace the traditional gratuity system within the DIFC may be the initial steps in creating a pension fund for expatriates in the UAE and we predict that if successful, this will expand to other free zone areas and then to the UAE mainland in the next 3 to 5 years.

## DIGITAL TRANSFORMATION

We expect to see the market significantly impacted by Artificial Intelligence, Machine Learning, Big Data Analytics, Data Science, Digital Marketing, Internet of Things, Cyber Security, Blockchain technologies over the next 2 to 5 years. At **NADIA Training Institute**, organizations and professionals can advance their knowledge and skills in these key areas by enrolling in courses that provide the knowledge and skills required to thrive for the Fourth Industrial Revolution.

## WHAT WE CAN EXPECT

While no one can accurately predict what future jobs are going to look like, we have a clearer view on the skills which will likely be required in the near future such as, Critical Thinking, Creativity, Complex Problem Solving, STEM, SMAC and Interdisciplinary Knowledge. We see continuing demand for jobs in digital transformation roles. And we see some job requirements gradually fading away such as, Personnel Manager, Proofreader, Translator, Manager, PA/Secretary/Admin Clerks, Assembly and Factory Managers.



**Ian Giulianotti**

*Executive Director*  
Recruitment & Executive Search

# SALARY REVIEW FOR 2019-2020

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2019 witnessed a number of events that will in the medium to long-term add momentum to the changing shape of both the economic landscape and the demographic balance in the UAE and the Gulf region. The introduction of VAT was preceded by predictions of rampant inflation in double digit figures, while in actuality almost 12 months after we see the figure at 4%. An oversupply in the housing market has driven rent declines by 10% to 20%. A freeze on education costs brought a welcome respite in rising costs to the general population. The introduction of long-term investor and retirement visas for 2020 is a milestone, and the creation of job seeker visas may impact salary levels in the bottom tier of the employment marketplace. Such changes to the visa system will add a degree of comfort to the economy in the medium to long-term. Oil price continues to significantly effect the economy and the employment market with an average of US\$64/bbl in 2019, which was a further reduction from US \$70/bbl in 2018. There is still uncertainty both locally and internationally in oil price movement, however the growing recognition and acceptance of the need to diversify from dependency on oil revenues and reduce government subsidies, has seen a focus on developing long-term economic growth strategies and budgeting being prioritized across the Gulf region. The rapid growth of Small Medium Enterprise (SME) has had a dramatic effect on the UAE economy. Today, 95% of businesses are SMEs, with 86% of employees in the private sector working for SMEs.

The population of the UAE currently stands at 9.8 million residents with a vibrant expatriate community making up 80% of its young population. The UAE continues to attract job seekers globally who are in search for greater opportunities. With a growing reputation as a tolerant, multi-ethnic and cosmopolitan location, the UAE continues to see an influx of talent at all levels and the prolonging of country residency to an average of 8 to 10 years by 25 to 50 year-old non-nationals, which should drive growth in population and economy.

## RECRUITMENT **SALARY TRENDS**

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- For the third successive year, inflation (2%) outstrips average salary increase (1.75%)
- Average staff turnover rises from 8% to 9%
- Continuing demand by employers for demographic diversification in the workforce
- Introduction of the job seeker visa / growing freelancer population
- Lower rental costs cause reductions in market salary rates for new employees
- Medical insurance costs rose by 6%-8%

## KEY FACTORS **IN REMUNERATION**

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- Basic Salary : 1.75% average rise in 2019
- Housing Allowance : UAE rental rate declines by 10%-12% in 2019
- Educational Allowance : Rise in school fees frozen by KHDA
- Health Insurance : Increase in premiums by 6%-8%
- 20% of employees received no pay increase in 2019

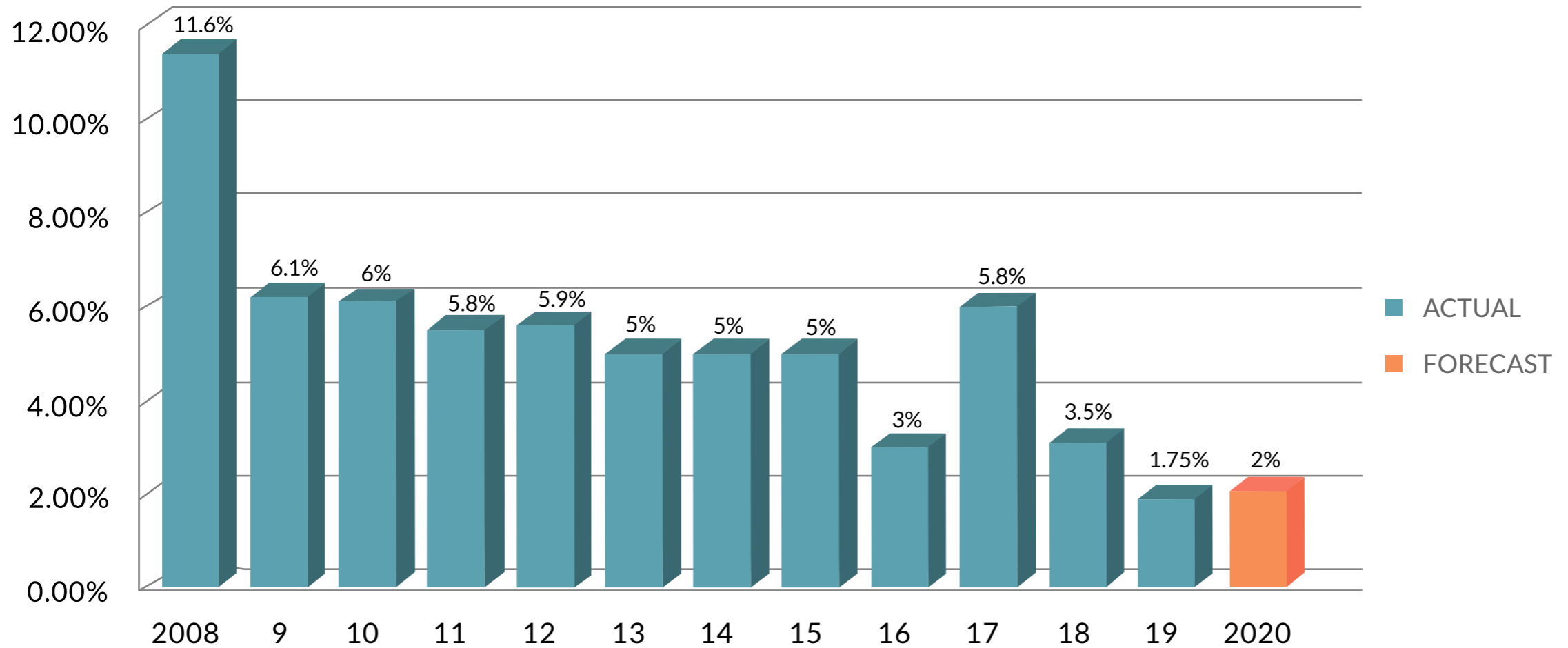


## EMPLOYEE PRIORITIES **BY AGE GROUP\***

Priority	Age under 30	Age 30-39	Age 40-49
1	Career advancement opportunities	Learning and development opportunities	Base pay/salary
2	Learning and development opportunities	Job security	Job security
3	Challenging work	Base pay/salary	Career advancement opportunities
4	Base pay/salary	Career development opportunities	Learning and development opportunities
5	Job security	Challenging work	Organization reputation as good employer
6	Organization reputation as good employer	Organization reputation as good employer	Challenging work
7	Vacation/paid leave	Vacation/paid leave	Organization mission, vision and values

*\*Average age of UAE residents is now below 30 years old for the second successive year.*

# GCC SALARY INCREASE FOR 2008-2020



## SALARIES **BY POSITION**\*

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- Accounting & Finance 10
- Administration & Secretarial 11
- Human Resources 12
- Information Technology & Cyber Security 13
- Sales & Marketing 14
- Supply Chain, Logistics & Procurement 15

# Accounting & Finance

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
ACCOUNTS ASSISTANT	4,000-5,000	5,500-8,500	7,000-9,000	7,500-9,000	12,000-16,000
ACCOUNTS PAYABLE	N/A	6,000-9,000	8,000-12,000	9,000-13,000	12,000-18,000
ACCOUNTS RECEIVABLE	N/A	N/A	8,500-13,000	10,000-14,000	15,000-19,000
CREDIT CONTROLLER	N/A	12,000-16,000	14,000-18,000	15,000-20,000	17,000-23,000
ACCOUNTANT (BCOM)	8,000-12,000	10,000-13,000	12,000-16,000	13,000-18,000	18,000-25,000
SENIOR ACCOUNTANT	9,000-13,000	11,000-15,000	13,000-17,000	15,000-18,000	19,000-26,000
CHIEF ACCOUNTANT	N/A	N/A	17,000-22,000	18,000-22,000	24,000-30,000
FINANCE MANAGER	10,000-14,000	12,000-18,000	20,000-26,000	22,000-28,000	25,000-30,000
FINANCE DIRECTOR	N/A	N/A	24,000-28,000	25,000-30,000	28,000-35,000
CFO	10,000-14,000	12,000-18,000	23,000-26,000	26,000-28,000	30,000-36,000

*\*Salaries are depicted in AED per month, inclusive of housing and transport allowances.*

# Administration & Secretarial:

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
RECEPTIONIST	3,000-4,000	4,000-6,000	4,000-6,000	5,000-7,000	8,000+
ADMIN ASSISTANT	3,000-4,000	4,000-6,000	4,000-6,000	5,000-7,000	8,000+
SECRETARY	4,000	5,000-6,000	6,000-7,000	8,000-10,000	12,000+
EXECUTIVE PA	5,000	5,000-6,000	6,000-7,000	8,000-10,000	12,000-15,000+
OFFICE MANAGER	7,000	8,000-10,000	10,000-12,000	12,000-15,000	15,000-25,000
PRO	5,000-6,000	7,000-8,000	9,000-10,000	10,000-12,000	15,000
DRIVER	3,000	4,000	5,000	5,000-7,000	8,000+

# Human Resources:

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
HR ASSISTANT	4,000	5,000	5,000-6,000	6,000-8,000	8,000-9,000
PAYROLL ASSISTANT	5,000-6,000	5,000-6,000	7,000-8,000	8,000-10,000	10,000-12,000
TRAINING COORDINATOR	N/A	N/A	5,000-7,000	7,000-9,000	9,000-12,000
HR EXECUTIVE (GENERALIST)	4,000-6,000	5,000-6,000	7,000-9,000	10,000	12,000
RECRUITER	NADIA	NADIA	NADIA	NADIA	NADIA
COMPENSATION & BENEFITS SPECIALIST	N/A	N/A	N/A	12,000-15,000	15,000-20,000
ASSISTANT HR MANAGER	N/A	N/A	15,000-17,000	15,000-20,000	20,000-25,000
TRAINING & DEVELOPMENT MANAGER	N/A	N/A	20,000-25,000	25,000-30,000	30,000-40,000
HR MANAGER	N/A	N/A	20,000-30,000	25,000-35,000	35,000-45,000
REGIONAL HR MANAGER	N/A	N/A	30,000-45,000	30,000-45,000	45,000-60,000
HR DIRECTOR	N/A	N/A	55,000-60,000	50,000-75,000	80,000-100,000

# Information Technology & Cyber Security:

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
IT SECURITY SALES SPECIALIST	4,000-6,000	N/A	5,000-7,500	8,000-10,000	7,500-9,000
IT SECURITY RISK CONSULTANT	8,000-12,000	N/A	10,000-13,000	15,000-25,000	9,000-13,000
IT MANAGER	12,000-15,000	N/A	13,000-16,000	15,000-22,000	10,000-14,000
NETWORK SECURITY ANALYST	10,000-12,000	N/A	10,000-15,000	15,000-20,000	15,000-20,000
NETWORK SECURITY ENGINEER	7,000-9,000	N/A	10,000-12,000	12,000-15,000	13,000-18,000
SECURITY ARCHITECT	10,000-12,000	N/A	12,000-15,000	15,000-25,000	15,000-18,000
SECURITY ADMINISTRATOR	5,000-7,000	N/A	7,000-10,000	10,000-14,000	18,000-22,000
CYBER SECURITY MANAGER	N/A	N/A	15,000-25,000	15,000-25,000	22,000-28,000
SECURITY SOFTWARE DEVELOPER	N/A	N/A	16,000-20,000	16,000-20,000	25,000-30,000
CRYPTOGRAPHER	N/A	N/A	20,000-26,000	20,000-26,000	26,000-28,000
CRYPTANALYST	N/A	N/A	18,000-25,000	18,000-25,000	27,000-32,000
IT SECURITY CONSULTANT	N/A	N/A	14,000-20,000	14,000-20,000	30,000-35,000
PMO	N/A	N/A	18,000-25,000	18,000-25,000	35,000-40,000
IT PROJECT MANAGER	N/A	N/A	20,000-25,000	20,000-25,000	38,000-45,000

# Sales & Marketing:

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
SALES ADMINISTRATOR	4,000-5,000	5,000-6,000	6,000-8,000	7,000-10,000	10,000-12,000
SALES COORDINATOR	4,000-5,000	5,000-6,000	6,000-8,000	7,000-10,000	10,000-12,000
SALES EXECUTIVE	7,000	8,000-10,000	12,000	14,000	15,000+
SALES MANAGER	12,000	12,000	15,000	17,000+	20,000+
REGIONAL SALES MANAGER	N/A	N/A	20,000-25,000	20,000-25,000	25,000+
SALES DIRECTOR	N/A	N/A	30,000	30,000-35,000	35,000+
MARKETING ASSISTANT	N/A	6,000-8,000	8,000-10,000	8,000-12,000	12,000-15,000
MARKETING COORDINATOR	N/A	N/A	9,000-10,000	10,000-12,000	12,000-14,000
MARKETING EXECUTIVE	N/A	5,000-7,000	8,000-10,000	10,000-12,000	12,000-20,000
DIGITAL MARKETING SPECIALIST	N/A	N/A	12,000-15,000	14,000-17,000	15,000-25,000
MARKETING BRAND MANAGER	N/A	N/A	17,000-20,000	25,000-30,000	30,000+
REGIONAL MARKETING MANAGER	N/A	N/A	25,000-30,000	30,000-40,000	45,000+
MARKETING DIRECTOR	N/A	N/A	30,000-35,000	35,000-50,000	50,000-85,000



# Supply Chain, Logistics & Procurement:

POSITION	SME	TRADING	FZCO	LARGE GROUP	MULTINATIONAL
LOGISTICS COORDINATOR / ASSISTANT	5,000-8,000	5,500-8,500	7,000-9,000	7,500-9,000	12,000-16,000
LOGISTICS EXECUTIVE / CONTROLLER	6,000-8,000	6,000-9,000	8,000-12,000	9,000-13,000	12,000-18,000
PLANNING COORDINATOR / EXECUTIVE	N/A	N/A	8,500-13,000	10,000-14,000	15,000-19,000
DEMAND SUPPLY / INVENTORY PLANNER	N/A	12,000-16,000	14,000-18,000	15,000-20,000	17,000-23,000
WAREHOUSE SUPERVISOR	8,000-12,000	10,000-13,000	12,000-16,000	13,000-18,000	18,000-25,000
PROCUREMENT SPECIALIST / OFFICER	9,000-13,000	11,000-15,000	13,000-17,000	15,000-18,000	19,000-26,000
TRANSPORTATION MANAGER	N/A	N/A	17,000-22,000	18,000-22,000	24,000-30,000
WAREHOUSE MANAGER	10,000-14,000	12,000-18,000	20,000-26,000	22,000-28,000	25,000-30,000
DISTRIBUTION MANAGER	N/A	N/A	24,000-28,000	25,000-30,000	28,000-35,000
PROCUREMENT MANAGER	10,000-14,000	12,000-18,000	23,000-26,000	26,000-28,000	30,000-36,000
DEMAND PLANNING MANAGER	N/A	N/A	25,000-28,000	27,000-32,000	33,000-40,000
SUPPLY CHAIN / LOGISTICS MANAGER	N/A	N/A	28,000-34,000	30,000-35,000	38,000-45,000
PROCUREMENT DIRECTOR	N/A	N/A	33,000-38,000	35,000-40,000	42,000-50,000
SUPPLY CHAIN / LOGISTICS DIRECTOR	N/A	N/A	35,000-40,000	38,000-45,000	50,000-65,000

# OFFICES IN UAE

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## Abu Dhabi

Al Mansoor Tower, Floor M  
Sheikh Zayed Bin Sultan Street  
(Opposite ADCB building)  
Tel: +971 2 677 4031



## Dubai

Fortune Executive Tower, Floor 24  
Cluster T, Jumeirah Lakes Towers  
(Opposite Pullman hotel)  
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Dubai Islamic Bank Building, Floor 9  
Office No. 903, King Abdulaziz Street  
Al Nad, Al Qasimiyah  
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## CONTACT US

Should you have any queries related to salary levels related to specific positions which are not listed in the survey, please contact us.

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