

## **ABSTRACT**

2008 global economic crisis has destroyed the economies of all countries especially the United States and European Union both of which are also the major export destination for Indonesia, thus directly impact on the resulting drop in foreign exchange that earned from exports of Indonesia. Due to those problems Indonesian government which is represented by the Ministry of Commerce form a Strategic Plan for 2010-2014. The one of the main points is to diversify the market as a new destination countries to cope with the declining of purchasing power in the traditional export destination countries such as United States and the European Union.

Middle East is one of the priority areas that pursued by the government to serve as an alternative export destinations. However, not all of Middle Eastern countries can absorb the goods produced by Indonesia. United Arab Emirates is one of the countries that can absorb well the Indonesia's exported goods. It was all supported by the potential that owned by United Arab Emirates itself, because UAE is currently conducting a large-scale infrastructure development that requires a lot of needs provided by the industry of Indonesia.

The presence of Dubai in the UAE is also a distinctly advantageous because Dubai has the ability to re-exports into the various countries, so that even if the goods are not fully absorbed in the UAE, these items can be channeled to another countries with all