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DUBAI MALLATHON BREAKS RECORD. TO BE ANNUAL FEATURE

Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of Dubai Executive Council, has ordered that 'Dubai Mallathon' be staged every summer from June 15 to September 15. This follows the remarkable success of the inaugural edition, which drew 40,000 participants and set a Guinness World Record for the largest number of runners in a mall run event. The record was achieved at Dubai Hills Mall, where 1,392 participants of different nationalities and age groups competed in a single race.

Global gold price surges to record-breaking heights

Dubai rate for 22-carat gold nears Dh400 per gram

DUBAI

BY JUSTIN VARGHESE Your Money Editor

old buyers in the UAE are feeling the pressure as prices surge toward uncharted territory.

The Dubai rate for 22-carat gold has climbed Dh15.25 in just eight days, touching Dh390 per gram compared to Dh376 last week.

For shoppers, that means a gram of gold with the preferred purity is edging closer to the symbolic Dh400 mark for the first time ever.

Globally, gold spiked as much as 1.1 per cent yesterday, surpassing \$3,517 an ounce, a new record.

The metal has already gained more than 30 per cent

SPORT

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splurge in

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shows clubs'

\$3,517 an ounce gold climbed yesterday,

this year, cementing its status as one of the best-performing commodities.

Deep economic unease

a 1.1% spike

Analysts say the rally reflects deep economic unease. "Gold alone has surged to a new realm as the 'chosen' asset embodying the search for certainty amid looming macro events," said Ahmad Assiri, Research Strategist at Pepperstone.

"This move is not a random anomaly, it rather reflects the confluence of resurging inflation concerns, growing conviction that the Fed is soon to

resume its [interest rate] eas-

UBS Group AG strategist Joni Teves added: "Investors adding to gold allocations, especially as Fed rate cuts loom, are pushing prices higher. Our base case is that gold continues to make new highs over the coming quarters.

Portfolio diversifier

"A lower interest rate environment, softer economic data and continued elevated macro uncertainty and geopolitical risks boost gold's role as a portfolio diversifier."

For Dubai residents, the timing is tough. Many shoppers prefer to buy gold during the cooler months and ahead of festivals, but prices show no sign of slowing. With the global rate again testing all-time highs above \$3,500, the question on every buyer's mind is simple: how much further can

Influencers least trusted professionals in the UAE

Telemarketers, credit card issuers face ire

BY DHANUSHA GOKULAN Chief Reporter

ocial media influencers are the least-trusted professionals in the UAE, according to a new survey.

The seventh annual "Worst Reputation in the UAE" study by Insight Discovery found that 21 per cent of a surveyed audience of 1,025 UAE residents ranked influencers as having the worst reputation, putting them ahead of telemarketers and call centres (19 per cent), credit card issuers (13 per cent), recruitment companies (11 per cent) and real estate agents (8 per cent).



This marks a significant shift, as credit card issuers and recruiters had previously held the top spot for most of the past six years.

The survey also revealed different perceptions among various expat communities. While Westerners, Arab expats, and Emiratis ranked influencers as the least trustworthy, Asians were most critical of telemarketers, with 23 per cent giving them a poor rating.

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Dubai tightens rules for online food deliveries

REGULATIONS TO PROTECT CUSTOMERS AND HELP RESTAURANTS RUN BETTER

BY JUSTIN VARGHESE Your Money Editor

f you've ever ordered from a food delivery app and felt confused by hidden fees, unclear promotions, or late deliveries, Dubai has taken steps to fix that. New rules from the Dubai Corporation for Consumer Protection and Fair Trade (DCCPFT) aim to make online food delivery safer, fairer, and more transparent for everyone customers and restaurants alike.

For UAE residents, this could mean no more surprises when using the apps. Delivery fees, service charges, and promotional costs now have to be clearly displayed. So that "free delivery" deal isn't secretly adding extra costs somewhere else. This means your experience ordering food in Dubai is more predictable and trustworthy, whether you're grabbing a quick lunch, ordering family dinner, or trying out a new restaurant for the first time.

Fair deal

The rules don't just protect customers - they also help restaurants run their businesses fairly. They now have clear access to order data, transparent fee structures, and contracts that cannot change overnight without notice. This can lead to better service for you, because restaurants can plan, price, and manage orders more effectively.

WHAT IT MEANS

- Clear pricing upfront: You'll know exactly what each order costs before confirming.
- Fewer hidden charges: Subscription programmes and promotions cannot unfairly increase the cost.
- Better handling of problems: If an order is late, cancelled, or goes wrong, the rules make it clear who is responsible — so you won't get caught in the middle.
- Transparency on restaurant listings: Apps must explain how restaurants are promoted to understand why certain options appear first.

Mohammad Abdullah Shael AlSaadi, CEO of the DCCPFT, said: "The rules will help curb anti-competitive conduct and promote transparency, fairness, and responsible platform operations across the emirate.'

The regulations also target practices like exclusivity deals or arbitrary pricing, ensuring restaurants aren't forced into unfair arrangements and that customers receive fair, transparent ser-

For UAE residents, the takeaway is simple: fewer surprises on your bill, clearer choices, and better accountability from both apps and restaurants.

