

# Emirates Gold: Refining Excellence & Bullion Innovation



Bullion World recently had an exclusive interview with Emirates Gold, one of the UAE's leading precious metals refiners and bullion suppliers, to understand its evolution, key strengths, and deep linkages with Dubai's iconic Gold Souk. Below is a curated Q&A-style article based on that conversation, retaining the questions while presenting the answers in a smooth, narrative format.

## Company Background

**Q: Can you walk us through Emirates Gold's evolution—from establishment to your current role as a refiner and bullion dealer supporting the Gold Souk ecosystem?**

Emirates Gold was established in 1992 in the UAE with a clear vision of supporting the country's rapidly growing precious metals trade. From its early days, the company focused on refining and minting high-purity gold and silver, supplying investment-grade products to both regional and international markets.

A key milestone came in 2005, when Emirates Gold became the first refinery in the Middle East to achieve the prestigious Dubai Good Delivery Standard accreditation, now known as the UAE Good Delivery Standard. This recognition cemented the refinery's commitment to quality, transparency, and international best practices.

Over the years, Emirates Gold has evolved from a refining-focused operation into a fully integrated precious metals service provider. Today, it offers refining, assaying, bullion trading, and custom minting services. Its wide range of products—including investment bars, minted bars, and commemorative coins—is distributed across the Middle East, India, the wider GCC, Asia, and other global markets.

Dubai's historic Gold Souk remains a vital part of this ecosystem. As one of the region's leading refineries, Emirates Gold plays an important role in supporting traders, wholesalers, and exporters by refining scrap jewellery and supplying wholesale bullion. With the capacity to refine close to 2 tonnes of scrap gold per day, the company enables quick turnaround, helping

local jewellers and wholesalers efficiently convert scrap into refined bullion and maintain smooth trading operations.

**Q: How do your operations integrate with global networks, especially in supplying wholesale bullion to Gold Souk traders and exporters to India/GCC?**

Operating within Dubai's dynamic precious metals ecosystem, Emirates Gold benefits from strong connectivity with international partners, jewellers, and bullion traders. For more than three decades, the company has been supplying gold and silver to the Gold Souk market, as well as to key markets in India, the wider GCC, and other Asian destinations.

Through this extensive experience, Emirates Gold has built a reputation for reliability, compliance, and consistent quality. Its bullion supplies are aligned with stringent regulatory and purity standards, enabling traders and exporters across the region to operate with confidence in both domestic and cross-border markets.

## Refining Operations

**Q: What is your daily refining capacity for gold/silver, yield processes for scrap/dore, and key accreditations—how does this support quick turnaround for Gold Souk jewellery/scrap intake?**

Emirates Gold operates advanced refining facilities designed to handle a wide range of precious metal feedstock. The refinery processes gold and silver using modern technologies that allow high recovery rates and consistent purity levels.

With a refining capacity of up to 2 tonnes of scrap gold per day, the company efficiently processes jewellery scrap, dore, and recycled metals while maintaining industry-recognised quality standards. In-house refining and assaying ensure faster turnaround times, which is particularly important for traders and jewellers who need quick conversion of scrap into refined bullion for resale or export. For Gold Souk clients, this efficiency translates into faster settlements, accurate assay results, and reliable bullion output that can quickly re-enter the trading cycle.

**Q: What types of feedstock do you primarily process (dore, scrap, recycled jewellery, bullion), and what share comes from Gold Souk jewellers/retailers?**

The refinery processes a diverse range of feedstock, including recycled jewellery, production scrap from manufacturers, and bullion requiring re-refining. Dubai's Gold Souk ecosystem contributes a meaningful share of recycled jewellery and scrap material, particularly from retailers and wholesalers who regularly convert old or damaged jewellery into refined bullion.

This recycling component is a key part of Dubai's gold economy, and Emirates Gold supports this cycle by providing accurate assaying, transparent recovery, and prompt refining services.

**Q: How do in-house refining and assaying give Emirates Gold an edge for Souk clients versus competitors, including recovery rates and timelines?**

Emirates Gold's in-house IAS-accredited laboratory and refinery provide a clear competitive advantage for Gold Souk clients. By testing, melting, sampling, and refining gold within the same facility, the company maintains full control over the entire process. This results in higher and more consistent recovery rates and accurate purity levels.

For Souk traders and jewellers, this setup delivers faster verification, transparent assay results, and reduced disputes over metal content. Ultimately, it leads to quicker settlements and an accelerated trading cycle—critical in Dubai's fast-paced Souk environment.

## Bullion Trading and Products

**Q: What is your typical trade profile—volumes, client types (Souk resellers, exporters to India, investors), and key products like kilo/TT bars, minted coins?**

Emirates Gold serves a diverse client base that includes bullion traders, jewellery manufacturers, wholesalers, exporters, and private investors. The most commonly traded products are 1 kg gold bars in 999.9 and 995.0 purity, investment-grade minted bars from 1 g to 100 g, and silver bullion bars in both 999.0 and 999.9 purity.

These products are widely used by traders supplying jewellery manufacturers, exporters serving international markets, and investors seeking physical precious metals. In addition, Emirates Gold offers custom minting services, producing branded bars and commemorative coins for institutions and private clients, meeting both investment and gifting requirements.

**Q: With silver gaining traction, how significant is your silver kilo/minted bar business relative to gold in wholesale deals for Gold Souk networks?**

While gold remains the dominant metal in Dubai's precious metals trade, silver has been gaining increasing interest, especially among investors seeking a lower entry point. Emirates Gold has seen growing demand for silver kilo bars and minted silver investment products.

These silver products are often traded through wholesale networks connected to the Gold Souk, as well as through distributors serving regional investment markets. Although gold continues to represent a larger share of trading volume, silver's rising popularity is contributing to a more diversified precious metals market.



## Gold Souk Linkages and Logistics

**Q: How much of your volume ties directly to Gold Souk (retailers, Deira wholesalers), and what Souk-specific insights (tourist vs. reseller demand) shape your product mix?**

Dubai Gold Souk remains one of the world's most active physical gold markets, and Emirates Gold works closely with many of its participants. Retail jewellers, wholesalers, and bullion sellers regularly rely on the company for UAE Good Delivery-certified bars, bullion supply, and scrap recycling.

Tourist demand primarily drives retail jewellery sales, while bullion and investment products cater more to resellers and wholesalers. By understanding these distinct demand patterns, Emirates Gold tailors its product mix to ensure Souk traders have timely access to investment-grade bullion and efficient refining services that support their daily trading needs.

**Q: How do you handle logistics for deliveries/pickups in crowded Gold Souk vs. smoother DMCC/free zones, including security for high value moves?**

Logistics and security are critical in the precious metals trade, especially in crowded areas such as the Gold Souk. Deliveries and collections there require careful coordination due to high trading activity and limited access. To better serve this market, Emirates Gold maintains a branch in the Gold Land Building in Deira, dedicated to jewellers and bullion dealers. The company works with secure logistics providers and follows strict internal procedures to ensure safe handling of precious metals during transport. Operations within DMCC and other free zones benefit from controlled access and dedicated infrastructure, enabling smoother and more predictable logistics.

## Regulations, Challenges, and Future Outlook

**Q: How do Dubai's AML, KYC, customs regulations impact your operations, especially for Gold Souk clients exporting refined bullion to India/GCC?**

The UAE maintains a robust regulatory framework for precious metals trading, and Emirates Gold has structured its operations to comply with and excel within these standards. By strictly following AML and KYC procedures and ensuring full traceability, the company provides clients and exporters with confidence and reliability at every stage of the bullion supply chain.

For shipments to markets such as India and other GCC countries, Emirates Gold's expertise in documentation, customs compliance, and secure handling ensures smooth, efficient, and fully regulated transactions. This approach reinforces the UAE's reputation as a trusted global hub for precious metals.

**Q: What are the top challenges (traffic, costs, competition) in serving Gold Souk, and how is Emirates Gold adapting?**

Like any major trading hub, the Gold Souk presents operational challenges such as congestion, higher logistics costs, and intense competition among traders and suppliers. Emirates Gold addresses these by focusing on efficiency, reliability, and service quality. Investments in refining technology, streamlined operational processes, and strong client relationships enable the company to remain competitive while maintaining high standards in product quality and customer service.

**Q: Looking 3–5 years ahead, how do you see Emirates Gold expanding in the Souk ecosystem?**

Over the next three to five years, Emirates Gold aims to strengthen its position as a leading regional refinery and bullion supplier. Key focus areas include expanding refining capacity, developing new bullion and minted products, increasing digital integration for client transactions, and further strengthening its presence in regional markets.

As Dubai continues to grow as a global gold trading centre, Emirates Gold remains committed to supporting the Gold Souk ecosystem while expanding its reach in international precious metals markets.

