

How Jetset Business Center Is Changing Workplace Culture in Dubai

Published: September 28, 2026 | Company: Jetset Business Center | By: Victor Smith



DUBAI, UAE — For businesses choosing where to work in Dubai, the decision increasingly involves more than finding a permanent office. Jetset Business Center's Business Bay location brings several workspace formats together, allowing professionals to choose a desk, a private office, or a meeting room according to the work they need to do.

At Prime Tower, Jetset offers hot desks and dedicated desks alongside furnished private offices. Its meeting rooms can be booked for an hour, half-day, or full day. The company also lists virtual office and business setup services for businesses establishing a presence in Dubai.

A Different Way to Use Office Space

These options serve different working patterns. A freelancer might use a hot desk on days when they need a workspace outside the home. Someone who works from the same location regularly might choose a dedicated desk. A growing team may need the privacy of its own office but still want access to shared areas.

Jetset's coworking space includes lounge and breakout areas, while its private

offices include reception, internet, and mail handling services. The company says dedicated desk and private office members are invited to its networking and community events. Those shared spaces and events create opportunities for people from separate businesses to meet during the working day.

The mix also reflects a practical shift in what an office can provide. Some businesses need a consistent place for their staff; others need a professional setting only for a client meeting or a few days of focused work. Offering these uses in one location lets each business decide how much space it needs and how often it needs it.

Jetset's approach illustrates one way workplace culture in Dubai is evolving: the office can be a flexible resource for individual work, team collaboration, and client meetings, rather than a single fixed arrangement. Whether that model changes how a particular business works depends on its people and needs.

About Jetset Business Center

Jetset Business Center provides private serviced offices, coworking desks, meeting rooms, virtual office options, and business setup services at Prime Tower in Business Bay, Dubai. Its workspace serves individuals and businesses seeking different ways to work and meet clients in the city.