



CEO Clubs Network®

# CEO CLUBS NETWORK E-NEWSLETTER

MAY 2020  
Issue









CONNECTING MINDS, CREATING OPPORTUNITIES

CEO20  
Clubs20



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<b>03</b> CEO's Message	<b>04</b> COO's Article Networking in times of COVID outbreak	<b>05</b> CEO Clubs Crisis Management Initiative
<b>06</b> CEO Clubs Member - Support Initiatives	<b>07</b> CEO Clubs Panel Webinar	<b>14</b> CEO Clubs Keynote Webinars
<b>19</b> Online Wellness Sessions 	<b>22</b> Introducing New Membership Category 	<b>23</b> Members Articles and News 
<b>37</b> CEO Clubs Member of the Month 	<b>42</b> CEO Clubs Product/ Service Offers & Business Opportunities 	<b>48</b> Upcoming Events June 



**#CEOClubsNetwork**

## A MESSAGE TO MEMBERS FROM CEO

During these unpredictable times, companies across globe adjusted the way they used to work. Most company employees were working from home. The Covid-19 pandemic has been creating new challenges to many of us in life and work and we hope that all our members focus on health and safety. Observing social distance is very important and keeping healthy is of top priority.

As you are busy coping with the changes, our team focuses on helping you get through this tough time. CEO Clubs will provide full member support in any way possible to stay connected with each other. CEO Clubs team dedicates to help you to fight the crisis through many new measures such as Online Meetups, Webinars and Mobile App. We are putting our efforts to help CEO Clubs members in transitioning smoothly from working at office to home, ensuring the members get valuable information for business continuity and sustainability through the power of our community. We fully trust and follow the parameters set by the local authorities to ensure our health and safety.

We all should be strong and creative, focusing on finding new opportunities with many solutions are available from technologies and digitalization. I believe we will see the light and it will shine on our life ever brighter. CEO Clubs remains a close Family culture wherever we are, our connections have no boundaries, our unity and trust remain the same. We thank you for your continued support, loyalty and commitment. I would like to wish you and your loved ones to be well and to be kept safe.

Always be Healthy and Happy



**Dr. Tariq Ahmed Nizami**  
Founder & CEO  
CEO Clubs Network Worldwide



# NETWORKING IN TIMES OF COVID OUTBREAK

**Sarah Dong**

**COO / CEO Clubs Network**

The world as we know it has changed. The way we used to work and live is now a thing of the past. At the beginning everything was disrupted but as time goes on, we are now trying to adapt to the change. As the crisis continues, we are found in middle of struggling, innovating, and planting new seeds.

Judging from industries like retail, aviation, tourism and travel, restaurants, and entertainment it is no secret that they were affected heavily. Does that mean we have to stop and wait until it is over? No, it is the time to be stronger and more innovative as the virus is new and stubborn. But we must be positive and believe we will surely see the light soon. I urge each of you to adapt to a new model that will be efficient with our new reality. This is a new opportunity to plant new seeds for your business.



Do not stop, be more active, and plant seeds for tomorrow now. CEO Clubs Network as an international organization will continue to do its best to support business community, help CEO and Entrepreneurs to stay connected and stay united. We introduced webinars and online Meetups for exchanging ideas and accelerating collaborations. We can see members are really enjoying the virtual meetups even though they are from different parts of world, sharing the measures of fighting the virus, adding their expertise to the community and opportunities created because of the virus. Talking about new opportunities created from COVID-19, each of us have common experience to share, such as more time to spend with family members, cook the food we never cook before, we can be more productive as we can do video calls and we can work out etc.

Network for now, or for Future? The answer is tomorrow. We plant seeds into the soil first, then we will expect them spout, flower, and harvest in autumn. For being a member of any community, first thing you need to connect with fellow members, getting to know their stories, meetups virtually or in person definitely help yourself and grow your business. At the same time, do not forget to share yours, as your expertise maybe a great help to their business. At last, allow the relationship to continue to flourish by adding values to each other.

We do not recommend expecting business deals immediately, because that is a short vision. Any relationship needs some time to build up. Just like a high-rise building it takes time to completed as it needs to build a strong base. Normally any organization has unique culture, in our CEO Clubs Network, it can be described as "Family", the members are having similar thoughts, like-minded people can get along with each other. So you have a wide range of people you would like to connect with.

Business has no boundaries, especially in our current situation, more meetups, more inspiring collaborations/partnerships are especially important in business communities. Together, we can do better.

# CEO Clubs launched the “CEO Clubs Crisis Management Initiative”

CEO Clubs Network has launched the “**CEO Clubs Crisis Management Initiative**” for Business Community to sustain in all industries during the COVID-19 unexpected situation, many of business leaders are not prepared for this disease pandemic. They need assistance from a business organization like CEO Clubs Network. Collaborating and brainstorming for new solutions are becoming vital for all, let us be united and stand together in this heavy storm.

All sectors from government to private started to manage remote workforce, facing many issues such as operation, communication, management, and cash flow. With each passing day, we move further away from the world we knew, the conventional ways of working were shaped as well as our lives. How to survive? How to sustain? How to develop new business?

**CEO Clubs Crisis Management Initiative Committee** with experts from different fields will provide you solutions from Financing to Leadership, Management to Operation, Business Connection to Collaboration, Marketing to Business Development. We are confident that our community power can add tremendous values to your organization.

We welcome members to step forward and share your challenges with us, your concerns is ours, will be looked after within minimize time.



At the same time, please don't forget to offer your ideas, solutions to the community as you have unique knowledges and experiences, which could be a great solution for fellow members.

Our CEO Clubs TV from Youtube can further help business community with solutions and tools, thanks to our team efforts for adding values to our business communities.

**CEO Clubs**  
**Crisis Management Initiative**

**Implications for Better Strategy Implementation**



## CEO Clubs Member-Support Initiatives

The COVID19 pandemic is creating challenges and affecting the profitability of businesses globally. CEO Clubs Network is with our members by providing full support to keep them moving forward till we all pass these difficult times soon.

As part of our drive to keep our members connected with the CEO Clubs Community and with other clients and help them recover as soon as possible, CEO Clubs can assist them through the following member-support activities:

- Conducting exclusive webinars and wellness sessions
- Getting their Products & Services promoted in CEO Clubs Mobile App's Members Offers Features
- Getting their Project, Business & Investment Opportunities listed on Mobile App
- Connect them with CEO Clubs Members through the Mobile App and Online Meetups
- Sharing their company's important updates on CEO Clubs Social Media Pages
- Online Consultancy to provide them solutions
- Setting up B2B Virtual Meetings

**CEO Clubs Network is conducting series of Online Meetups and Webinars to keep our members connected and help CEOs and Business Leaders overcome challenges, lead efficiently through a pandemic, and promote health and wellness to the community. It includes Keynote Speech, Panel Discussions with Influential Leaders, Members' Expertise Presentations, CEOs Stories, Online Wellness Sessions and Online Members Meetups.**

**HEALTH SHOULD BE OUR TOP PRIORITY**

# CEO CLUBS

# MEMBER-SUPPORT INITIATIVES



## From Fear to Action in Time of Crisis

CEO Clubs "Crisis Management Initiative" seeks to assist the business community by providing access to finance, human resources and management. The initiative aims to move members from a state of "Fear" to a state of "Action". The situation in itself was not ideal both socially and economically. Countries were scrambling for funds to deal with the pandemic which led to business owners being left with difficult questions that needed answering. As a business covid-19 left many in a state of fear whether their businesses would survive the economic downturn.

Most businesses due to the situation embarked on work from home initiative in order to curb the spread of the virus.

This however was a rather new initiative that many were not used to but has proved its necessity in the survival of both humans and businesses. Things are never going to be the same. This statement might sound heavy to the heart but that is not the case. Yes, throughout history change has always faced resistance due to the retrogressive nature of us humans. However, in this case change is necessary for our survival. There is going to be a "new normal" as stipulated by his H.E. Marwan Al Sarkal. The fear that we had will help us make necessary action regarding investment. The new normal will take some adapting to but as a leader one should show the action of change.

The social impact of Covid-19 is something business leaders should act on as put forward by H.E. Marwan Al Sarkal. As business leaders we should also prioritize staff as well as many businesses are now retrenching in the name of "survival". We should consider the impact of job losses and to try earnestly to avoid retrenching staff.

As put highlighted by Massimo Falcioni, logistics channels have been disrupted. IMF had anticipated that the global GDP will contract by 3%. With such statistics revealed it is absolute normal that business leaders would have fear. The export industry was greatly assisted by the government of UAE by guaranteeing supply thus the UAE always had supply of Food and health care products that were essential to the population.



**CEO Clubs 2020** **FROM FEAR TO ACTION**  
IN TIMES OF CRISIS

 <p><b>MASSIMO FALCIONI</b> CEO Etihad Credit Insurance (ECI) Panelist</p>	 <p><b>ALEXANDRA TIMOTHEADI</b> Executive Director Private Banking EFG Dubai Panelist</p>	 <p><b>HE MARWAN AL SARKAL</b> Executive Chairman Sharjah Investment and Development Authority Shurooq Panelist</p>	 <p><b>JAMES MATHEW</b> CEO &amp; Managing Partner UHY James Chartered Accountants Moderator</p>
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## From Fear to Action in Time of Crisis

However even though Covid-19 has devastated the health sector of the world, the financial sector has stood afloat. Cashflow has been disrupted but this crisis has affected banks quite differently than the Financial Crisis of 2008 as put forward by Alexandra Timotheadi. Economic recovery is going to be better than expected. As put forward by our panelists in this webinar the 3rd quarter of 2020 is going to be a stabilizing period. This will people and business getting used to the new normal also businesses adjusting to the restrictions put forward by the government of the UAE. With every crisis opportunity rise and business leaders should be on the lookout for these opportunities especially in the stock market.



Massimo Falcioni shared some guidelines on how businesses should act during this period. SMEs especially should be attentive & aware about support initiatives provided by the government. These support programs will prove essential to business survival and business growth. Another guideline is constant communication with stakeholders like employees (re-assuring them on their position), speak to the banks and find out .

any loans being available, debt modification and additional credit that are favorable to you. Protect and manage cashflow. You could this by minimizing costs and negotiating payment extensions. Businesses should incorporate enhance digitalization in the business model as this will minimize costs as well.



Policies have also been introduced such as a financial assistance by the Central Bank of the UAE.

Businesses must invest in risk management and investigate outsourcing business advise as well as guidance so they can be assisted in getting back to normal. The stock market has proved resilient as it is performing well despite the health crisis. "It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able to adapt to and to adjust best to the changing environment in which it finds itself" – Charles Darwin thus the quotes applies to the importance of adaptation to the businesses in these evolving times.

Conclusively businesses should move from Fear to Action so that they adapt and grow past this period and be welcoming to change because post COVID-19 will be a new but different era.

**Webinar Replay**





## Business Innovation & Technology in a Pandemic



By definition, a pandemic disease is an epidemic that has spread over a large area, that is, it's "prevalent throughout an entire country, continent, or the whole world." The impact of COVID-19 is being felt by the world over. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customer safe, shoring-up cash and liquidity, reorienting operations and ensuring that their businesses survive beyond this time. CEO Clubs Network has launched the "Crisis Management Initiative" that aims at sustaining our business community and push through these uncertain times to come back BIGGER & BETTER.

As part of our "Crisis Management Initiative" we as CEO Clubs Network introduced the aspect of webinars in order to keep our members in touch as well as informed. On the 6th of May we had an exclusive webinar themed "Business Innovation & Technology in a Pandemic".

The main reason for the theme was to help our business community adjust and adapt to the current business environment via innovation and technology. What better way to learn than to hear top industry leaders speak about the strategies they have implemented for themselves to cope. Different aspects were raised such as the need for creation of collaboration between industry and academia. The main goal would be research and development in which the academia would provide the research base and then development the initiatives to benefit industry.

Business Innovation and Technology have been clearly highlighted in this webinar as essential tools needed by businesses to survive past this health and economic crisis. Different strategies amongst the panelists have been shared on how they are coping and beating COVID-19. One such strategy was the accelerated manufacturing of medical equipment via 3-D printing to deal with

with immense rise of COVID-19 cases here in the United Arab Emirates. Another strategy promoted by technology that was out forward was the invention of AI controlled robotics which would push the testing numbers and extinguish the sharp rise in cases. Technology has proven to be an ally in these times and should be harnessed and utilized immensely to sure tomorrow.

According to **HE Hussain Al Mahmoudi, CEO, Sharjah Research, Technology & Innovation Park (SRTIP),**



these are challenging times both social and economically. Innovation is essential on life during and after Covid-19. SRTIP promotes emerging technologies that are essential to UAE economically as well as socially. One of the products made from the park for COVID-19 was the plastic face shield manufactured from their 3D printing technology.

## Business Innovation & Technology in a Pandemic

Commercialization of technologies is an untapped sector in the region that promises to yield impressive results thus attracting foreign direct investment as it has proven during this period that it is not only feasible but also viable and profitable if applied effectively and efficiently. However, it may be an attractive venture, it requires a lot of collaboration and commitment from both the private sector and the public sector. A clear example is how Samsung became excessively big by South Korea focusing on the innovation and technology. Entrepreneurs should be flexible so that they may be able to seize opportunities and also adjust their businesses towards smart technology, an example is how car manufactures were able to adjust and start providing medical equipment to the world. With every crisis there are opportunities that rise as well and you as a business leader should be able to seize such rare opportunities.



**Mr. Osman Sultan, Former CEO of du and currently the Chairman & CEO of Fikra Tech** said that companies are going through phases. Innovation happens due to necessity or exploration. Innovation is necessary for

survival. Businesses should adjust their business models to suit the current and upcoming economic environment. **“The articulation of talent and resources will be redefined?”** This meaning that location and how work is done will have to change. We should be ready thus investment on risk management. Collaboration is essential for survival thus we can only make it by working together. A conversation needs to be had by CEOs regarding labor. The pandemic has led most leaders to believe that innovation in technology will mean less human work force. This is not the case as human labor is still essential to business. We should also consider the societal impacts of technology being introduced to replace human labor. In the scenario that these viruses continue, companies and business should be able to easily adjust to primarily depending on technology in order to survive thus business models now must be start integrating technology in their processes and automating them.

Hewlett Packard Enterprise has implemented policies that will help stakeholders in these times. One of those policies seeks to improve and enhance the way people live by introducing relief programs, this would mean that payment of HP products have been deferred. Now clients are to pay 1% every month until 2021 to help with cash crunch. The key to survival is the allocation of resources to departments that are in drastic need of them thus business should purge unnecessary spending and manage cashflow.

**Mr. Ahmad Alkhalafi, Managing Director – UAE of Hewlett Packard Enterprise** said that one of the most important things to survive is interaction and the exchange of ideas. To be dynamic and be able to change it require



a great deal of infrastructure. Data flow is very important. If we are to look at Supply Chain for example everyone is looking to adjust their supply chain because of the interruptions that happened. Data security is especially important if companies are incorporate more of technology. Survival is about agility and being dynamic. Businesses should also stock up on products they offer to deal with the abrupt rise in demand after Covid-19. As newest the leader of HP UAE I aim to keep the country in the forefront in technology innovation. Research and Development is essential because it keeps business products relevant and viable.



## Business Innovation & Technology in a Pandemic



**Mohamed Osman Baloola, Scientist & Inventor/ Deputy Director of Ajman University Innovation Centre** shared that the future of this world is robotic and is dependent on innovation ideas as well as AI to flourish. He designed a

robot that is essential in the battle against COVID-19 because it can detect symptoms of the virus such as difficulty breathing and as well as body temperature. With such a device being developed safety is guaranteed and the spread of the pandemic is curbed. It is important for us a region to also develop a solution to Covid-19 due to the fact that whatever country develops the cure its priority will be its own people and it will take some time for that cure to be distributed to other regions thus it is wise and smart to also research and development our own cure. Artificial technology will play an essential in curbing the spread of the pandemic. Through a robot, AI will be able to detect the symptoms of Covid-19 thus authorities will have control on the spread.



Business leaders should ask themselves relevant questions in-order to come back stronger. A self-evaluation of the business is necessary. Technology should be fully utilized thus cutting costs and redirecting saved resources to innovation. Human capital has been greatly affected both in recruiting and day to day activities and businesses should utilize technology to shortlist and interview applicants via video calling thus saving time and resources both ways.

Webinar Replay



## It's a Snap with the CEO Clubs APP



# Global Healthcare System Innovation & Transformation in a Pandemic

CEO Clubs Network brought together influential healthcare leaders from all the respected continents to discuss on how COVID-19 has affected the Global Healthcare System and how innovation will play an essential in the industry. Representing the Americas, we had **Mr. Randy Oostra, the President and CEO of ProMedica** in America who has had more than 20+ years in the healthcare industry. Change is necessary and needed. Covid-19 came when not a single soul had anticipated it. However, as things move into a new normalcy the leaders of today must push for change in order for their businesses to survive. Mr. Randy Oostra highlighted some of the measures his business took in response to the new normalcy. As an institution, they provided healthcare solutions in telemedicine and virtual healthcare. These solutions are done virtually and remotely thus keeping safe distance and trying their utmost best to provide solutions as well as curb the spread of COVID-19. As a way of innovation, the institution focuses more on remote visits. Supply Chain will greatly be affected in regard to innovation because during this pandemic its importance was highlighted thus there will be more stockpiling and a number of innovations to support and contribute to it. Their focus as well are the social detriments of COVID-19 due to its impacts on population and how it affected the senior citizens more.

Another of our esteemed panelists **Mr. Harry Verbunt from Hewlett Packard Enterprise Europe** also provided us with essential information on innovation and transformation in a pandemic. Mr. Verbunt has been with HP for 25 years and counting thus being the best individual to highlight the immense innovation that has gone about it due to the pandemic. HPE has granted access to all its potent technologies under the open Covid pledge. With such granted access they hope a breakthrough solution to the pandemic.

They believe in cooperation rather than competition. HPE technology is providing healthcare institutions with research tools to help battle the pandemic. They also assisting in the conversion of general infrastructure into hospitals such as in Genoa where they turned a ship into a floating hospital.

**Dr Raza Siddiqui is the group CEO of Arabian Healthcare Group** and has been in the healthcare industry for the past 4 decades. He is amongst the pioneers of the privatized health care in Dubai and the MENA region. A question was posed to our esteemed doctor on the challenges that healthcare providers are facing due to the pandemic. Hospital staff face the highest risk of contracting Covid-19. Each day they risk their lives and also that of their families to help people and to that we are thankful and grateful. Another challenge highlighted was that of specialists like cardiologists, neurologists and orthopedic doctors have become default.

**CEO Clubs 2020** GLOBAL HEALTHCARE SYSTEM INNOVATION & TRANSFORMATION DURING AND AFTER THE PANDEMIC

Speaker	Title	Region
DR. RAZA SIDDIQUI	Group CEO, Arabian Healthcare Group	Asia & Africa (MENA)
RANDY OOSTRA	President and CEO, ProMedica	North America
HARRY VERBUNT	Healthcare Lead, Hewlett Packard Enterprise NL	Europe
SAM AMORY	CEO - MENA, Orion Health	New Zealand
DR. TARIQ AHMED NIZAMI	Founder & CEO, CEO Clubs Network Worldwide	Worldwide

## Global Healthcare System Innovation & Transformation in a Pandemic

In regard to our patients, hospitals are receiving very few, cut down to an estimate of 30%. The main revenue came from out patients and now that has been cut down. Thus hospitals have highly skilled labor but limited revenue. Another challenge is that of Supply Chain. Most medical equipment to reduce the risk of contracting Covid-19 has shot up in pricing.

Representing Australasia, we had **Mr. Sam Amory who is the General Manager of Orion Health in New Zealand.** Mr. Amory input was along the lines of the role Health ICT has played in response to the pandemic. There is very much great potential in Health ICT as the system demand is rising. Their primary role of ICT is that of information exchange. Orion launched the Outbreak Management Soft Solution initiative; this will see more health information being shared on their Health Hub. The hub will help governments know what exactly they will be dealing with because it covers a wide region hence you can regional health information faster and easier. This in turn will help them plan.

The world has to adjust its fixed business designs as put forward by Dr. Siddiqui. Doctor consultation will be redefined to incorporate technology. Specialty care is essential as he said. He mentioned that special departments should have separate subsidiaries meaning that Cardiology and Oncology should be in different areas.

**What role has AI and machine learning played in Response to Covid-19?** AI is assisting in diagnosing patients in order to purge the pandemic. Organisations are looking for automation for smoothness of business as well to assist in optimizing models. Machine learning will assist in the development of algorithms that will be essential to the new normalcy. This will in turn push for prevention of such a pandemic in future



**The changes that need to happen?** From Promedica focus will be on Telemedicine and virtual video visits. This would mean greater productivity and more convenient for patients. Mental health as well will be another focus as caretakers and staff have faced horrific emotional experiences thus will push for therapy and flush out elements of PTSD. More attention as well on senior patients.

**Any changes experienced due to the pandemic.** HP has seen many of its staff adjust to working from home and noticing how it has greatly benefited them. Due to the pandemic change has been seen in real time information exchange in which back in the day updates would be delayed, however due the severity of the pandemic we have seen positive change in information exchange being faster and more accurate thus helping people stay informed. The world has become smaller in term of communication as many have been forced to embrace technology.



# The Steps that Business Leaders need to take to drive Business through the Coronavirus Storm

**Kyriakos Kofinas,**

Executive & Business Coach, Action Coach/Syn Praxis FZCO

How to calibrate your plan in a crisis? In this webinar, Mr. Kofinas guided us on how to develop a 90-day plan with 11 practical steps which business leaders must take during the pandemic.

The 2 main characteristics of this Crisis are its Unpredictability and the level of Changes.

There is no point to plan further than 90 days when the evolution of the Crisis is unpredictable, and the level of Changes underway is significant. Rules of Business can change during Crisis. When the first

30 days of the Crisis have passed, a new 90 days plan can be elaborated based on the acquired experience and this plan will be updated on a monthly basis.

Although a Plan never fully covers reality, it is absolutely necessary to have one. Without benchmarks, even artificial ones, chaos and corporate paralysis due to random reflex actions will happen. A 90 Days Plan is what will be the New Plan A, with Plan B Assumptions analyzed. In the worst case of multiple Challenges, Plan C (worst) Assumptions should be chartered too.



There are eleven basic steps to run a Management Plan during a crisis, as follows:

1. Start with positive communication.
2. Create a new business model
3. Secure continuity of operations
4. Cash flow. Cash is king. Remember that in crisis, Revenues and Cash fall faster than the Expenses.
5. Develop a lean plan, set 90 Days Goals, and reverse engineer to prioritize actions on how to reach Goals.
6. Marshall your people
7. Virtual is the new normal
8. Sell and Service customers with compassion
9. Marketing must shift Business
10. Build a strong mindset
11. Update on a daily basis

Always remember that Crisis is an opportunity. Leverage the Benefits of Crisis in a 90 Days Plan. To learn more about the 90 Days Plan, you can watch the replay of the presentation or read the full article below.

[Webinar Replay](#)



[Read Full Article](#)



# Successful Leadership in Times of Uncertainty

**Prof. Christopher Abraham**

**CEO & Head - Dubai Campus and Sr. Vice President at S P Jain School of Global Management.**

Using cutting edge insights from Neuroscience, Positive Psychology & Historical Case Studies, this exclusive 90 minute session was focusing on how we can look at our leadership in challenging times like these, how to address the anxieties of our teams, how to communicate, how to innovate and how to prepare for the uncertain future.

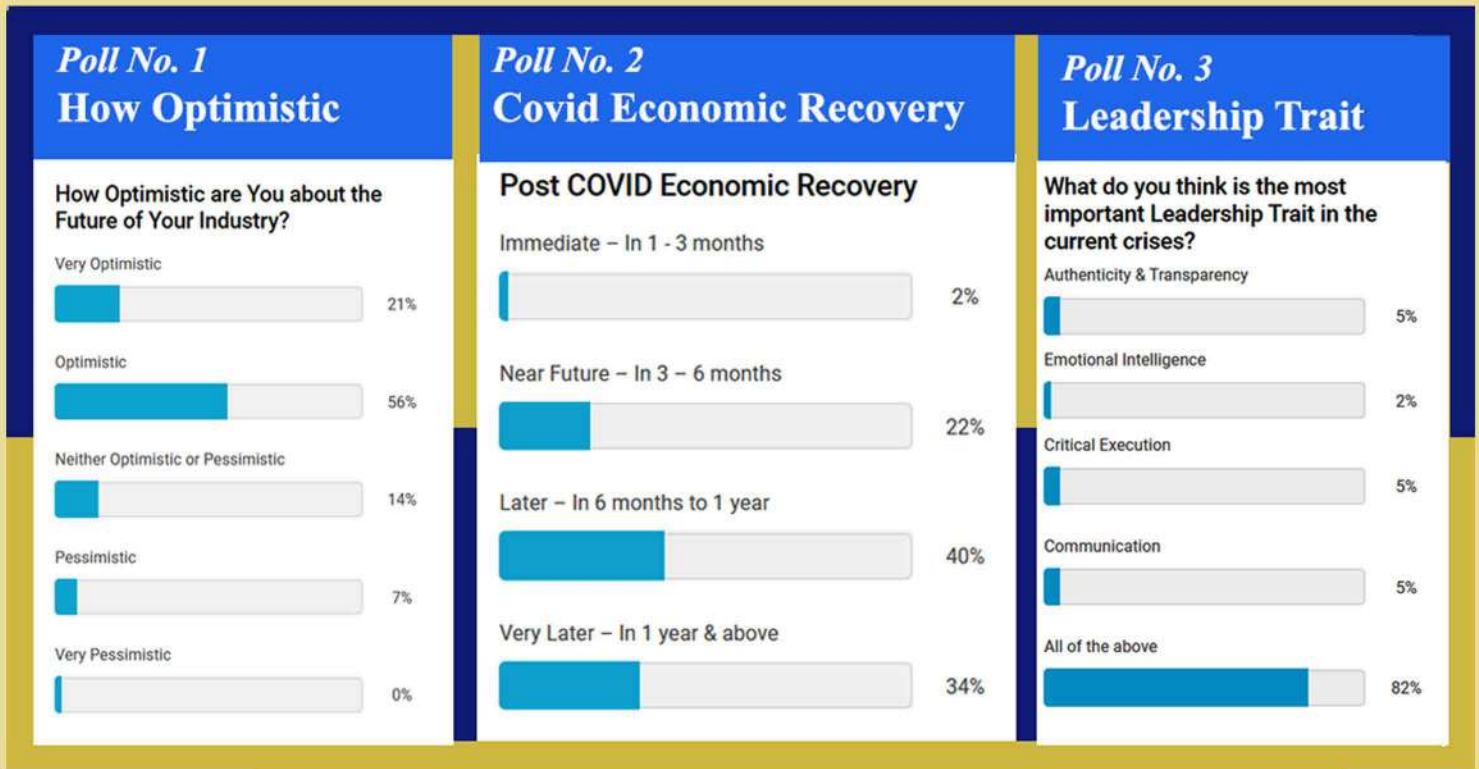
An illustration from WEF was shared where the Covid-19 impacted all the industries and are divided into 6 dimentions.

They are (1) Workforce Impact, (2) Avoiding Covid19 Infection and Spread, (3) Finding a vaccine, (4) Impact on Trade, (5) Impact on Travel, and (6) Impact on Financial Markets.

This situation we are in, can be described one simple acronym could be VUCA which has now gained significance. It stands for Volatile, Uncertain, Complex and Ambiguous and that's the Covid-19 crisis. But, inspite of the VUCA that we know, Prof. Christopher introduced a new VUCA which we need to understand, embrace and prepare.



There were 3 Polls published during the session, and below are the results.



## Successful Leadership in Times of Uncertainty

A quiz was also done and Prof. Abraham asked the audience how many percent of our brain do we use and a lot of the people say 2-10%, there are also 50% and a few answered 100% which is the correct answer. The human brain has 100 Billion neurons and 1.4 Trillion neural connections. That's more potential connections than atoms in the universe. That's the awesome brain we have, and why is it important? As a leader, many times you are confronted by uncertain scenarios, but the big news is that, you possessed an absolutely amazing brain that can transform your perspective.

He also discussed the Power of Community, if people will come together to share ideas and find common solutions, it will definitely have tremendous impact on how we can look at the future. We have not only survived but thrived. The Cs of thriving are Collaboration, Cooperation and Creativity together create remarkable community that we are?

According to WEF, there are 6 critical leadership intelligence a business leaders must have during and after the crisis. They are, (1) Contextual intelligence, (2) Moral Intelligence, (3) Social and Emotional Intelligence, (4) Generative Intelligence, (5) Technology Intelligence (6) Transformational Intelligence.

The Stockdale Paradox: "A belief in eventual Success, combined with a deep acceptance of the harsh current reality"

When the pandemic hits us, we were in Shock. As we go through day by day, there's a lot of Pain in terms of health, concerns, financial challenges and uncertain future. But we should remember that at the end of the shock and the pain, we need to move towards Rehabilitation. That is by changing our perspective, we have an awesome brain and the power of community. We need to change at scale in terms of Priorities, Habits and System.

There are 7 ways to lead and adapt through the crisis. They are:

- (1) Seek credible information**
- (2) Use appropriate communication channels**
- (3) Explain what your organization is doing about the crisis**
- (4) Be present, visible and available**
- (5) Dedicate organizational resources for future crisis and growth**
- (6) Relationships are critical, and (7) Maintaining a Perspective.**

In the midst of the crisis we need to reflect, respite, rethink, reset, be resilient, resolve, reimagine, refresh and relaunch!

*"When we are no longer able to change a situation – we are challenged to change ourselves" - Victor Frankl*

Webinar Replay 



## How to create a “killer” LinkedIn Profile?

**Vietek Ladislaav**  
CEO of SquareMotion

Vietek shared his knowledge on the importance of setting up a killer LinkedIn profile for SUCCESS! He guided us with very simple steps. As we know that LinkedIn is the biggest professional network and business owners need to be mindful of how they present themselves on LinkedIn to be able to connect with right people and potential clients.

First is the **Profile Headshot** which gives a first impression about your profile. He shared some statistics that profiles with professional headshot receive 14 times more views, 9 times more connection request & 36 times more messages. Some dos & don'ts when uploading a profile photos in the LinkedIn. Posting a party, wedding and family photos are among of which are not recommended. On the other hand, the recommended headshot by Vietek is a passport format, white background, wearing appropriate dress, big bright smile & looking at the camera to create a virtual connection or eye contact.



**LinkedIn Headline** which is one of the most visible parts of your linkedin profile and a major factor in LinkedIn's search algorithm. The headline must be written as a first person talking directly to your target audience where you can state how you can give value to them.

The **LinkedIn Banner** must not be left unmodified. Usually people just leave it on a default, you must use it to promote your brand.

Your **Profile Summary** must be your story not a curriculum vitae (CV). Some of the important suggestions in writing your summary are: Make your first statement count, use keywords, cut the jargon, write how you speak, use paragraphs, use icons & graphic elements and add contact details.

You can also add some articles, blog posts, videos, photos, and other media at the **LinkedIn Features**.

**Your Experience** is very important to keep it updated with organizations that you have worked for, show what you have done and include more about the current company.

Listing your highest academic level and activities which you have participated at school on **Education & Training** must be updated as well.

Your profile should reflect your character and values. You can highlight your **Volunteer Experience** to demonstrate your personality and commitment outside of workplace.

You must also include relevant licenses & certifications at **Licenses & Certifications box**. Adding at least 5 skills relevant to your business and profession at **Skills & Endorsement**.

**Recommendations** are also important to demonstrate your valuable traits as a colleague, employee or service provider.

Your **Accomplishments** also matters so you can add publications, courses, projects, honor/award, test scores, languages & organizations. Lastly, your **Interests** must be included to show your profile strength.

To conclude, you must complete your profile to receive new opportunities and be more visible.

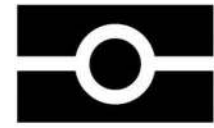
Webinar Replay



# Post-Pandemic 2nd Citizenship & EU Residency Solutions

**Mimoun Assraoui**  
CEO, RIF Trust

CEO Clubs Network hosted an exclusive webinar collaboration with RIF Trust, a leading government-approved Residency and Citizenship-by-Investment advisory in the Middle East and Africa, to present how to obtain a second citizenship or EU residency for yourself and your family in a post-pandemic world.



**RIF TRUST**  
HELLO FREEDOM

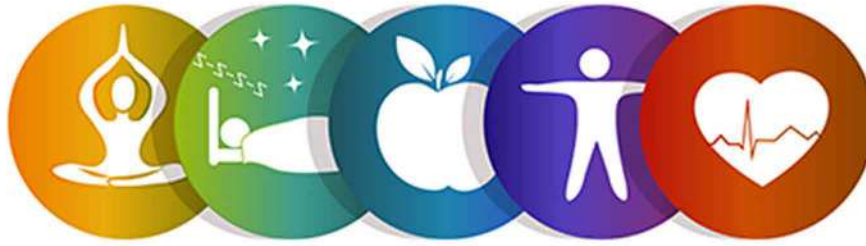
## Highlights of the Presentation:

- Focusing on the top Citizenship & Residency-by-Investment Programs in St Kitts, Grenada, Vanuatu, Turkey, Greece, Portugal & Malta
- Increase your global mobility with visa-free travel to over 140+ countries
- Peace of mind of being able to relocate immediately for you and your family is invaluable, especially now that the embassies and consulates are closed
- Access to high-quality healthcare for you and your family in Europe and North America
- Learning how governments are temporarily more flexible with their required documents
- Benefit from favorable personal and business tax structure

Webinar Replay 

COUNTRIES	PASSPORT DELIVERY	INVESTMENT	DONATION	CHILDREN* & PARENTS* AGE	VISA FREE COUNTRIES	LENGTH OF PERMANENT RESIDENCY	PHYSICAL STAY
<b>CARIBBEAN CITIZENSHIP</b>							
ANTIGUA	4 MONTHS	\$200,000	\$100,000	≤ 28 / ≥ 58	151	-	5 DAYS/5 YEARS
DOMINICA	3 MONTHS	\$220,000	\$100,000	≤ 30 / ≥ 55	140	-	NO
GRENADA	3 MONTHS	\$220,000	\$150,000	≤ 30 / ≥ 55	143	-	NO
ST KITTS & NEVIS	3 MONTHS	\$200,000	\$150,000	≤ 30 / ≥ 55	155	-	NO
ST LUCIA	3 MONTHS	\$300,000	\$100,000	≤ 25 / ≥ 65	146	-	NO
<b>EUROPEAN CITIZENSHIP</b>							
AUSTRIA	2 YEARS	€10 MILLION	€3 MILLION	< 18	186	-	2 VISIT
CYPRUS	6 MONTHS	€2 MILLION +	€150,000	28	175	-	1 VISIT
MALTA	13 MONTHS	€150,000 +	€650,000	≤ 26 / ≥ 55	184	-	3 WEEKS
MONTENEGRO	4-6 MONTH	€250,000 €450,000	+ €100,000	-	123	-	1 VISIT
<b>ALTERNATIVE CITIZENSHIP</b>							
TURKEY	5 MONTHS	\$250,000	-	< 18	112	-	NO
VANUATU	3 MONTHS	-	\$130,000	≤ 25 / ≥ 50	131	-	NO
<b>RESIDENCY PROGRAMMES • GOLDEN VISAS • INVESTOR VISAS</b>							
CANADA	5 YEARS	CAD 1.2 MILLION	CAD 350,000	22	-	5 YEARS	730 DAYS
GERMANY	8 YEARS	€350,000	-	< 18	26	3+2 YEARS	1 DAY/6 MONTHS
GREECE	7 YEARS	€250,000	-	< 21	26	5 YEARS	1 VISIT
MALTA	-	€250,000 +	€30,000	NO AGE LIMIT	26	5 YEARS	NO
NEW ZEALAND	5 YEARS	NZD 3 MILLION NZD 10 MILLION	-	< 24	-	5 YEARS	6 MONTHS
PORTUGAL	5 YEARS	€280,000	-	≤ 28 / ≥ 65	26	1+2+2 YEARS	7 DAYS/YEAR
SPAIN	10 YEARS	€500,000	-	≤ 18 / > 18	26	13 YEARS	-
UK	6 YEARS	£2 MILLION	-	18	-	5 YEARS	6 MONTHS/YEAR
USA	5 YEARS	\$900,000	-	21	-	2+3 YEARS	6 MONTHS

# CEO Clubs Wellness Session



## Health & Wellness

We know that during this time, you might be bored and lethargic staying at home. It can be hard to think about doing exercise - especially if you cannot go to fitness gyms, group yoga or group meditations. Well, that's not an excuse, right? We should be more active, fit and balanced now than ever and there's a lot of ways to do so!

CEO Clubs Network conducted a series of wellness sessions like Meditation, Qigong, Kriya Yoga, Vinana Dance, and Bollywood Dance for fitness. Check it out below:

CEO CLUBS WELLNESS SESSION

### Meditation with Akram Kanso

Thursday | April 9, 2020 5:00 pm - 6:00 pm (UAE Time)

Connect with yourself  
Release your negative feelings  
and Stay Positive!

CEO Clubs Network

The poster features a background image of a person meditating in a lotus position. A circular inset shows Akram Kanso, a man with a beard and a white turban, smiling and raising his hand.

### “Meditation” Akram Kanso

Webinar Replay



CEO CLUBS ONLINE WELLNESS SESSION

### Qigong & Stay Strong

The Power of the Gratitude-Attitude

by: Gloria Belendez-Ramirez  
Happiness Ambassador

Tuesday | April 14, 2020 5:00 pm (UAE Time)

The poster features a background image of a person in a white tank top and green pants performing a qigong pose on a beach. A circular inset shows Gloria Belendez-Ramirez, a woman with blonde hair, smiling with her hands in a prayer position.

### “Qigong & Stay Strong” Gloria Beléndez-Ramirez Happiness Ambassador

Webinar Replay





CEO CLUBS ONLINE WELLNESS SESSION  
Friday | April 17, 2020 | 10:00 am (UAE Time)

## Vinana Dance Party

with Nicola Beer

Do you want to feel Confident, Vibrant And Energized - without ever leaving your Home?  
Something FUN to shift your ENERGY...

REGISTER NOW!

*vinana*  
DANCE PARTY

### “Vinana Dance Party” Nicola Beer

Webinar Replay



CEO CLUBS ONLINE WELLNESS SESSION  
Wednesday | April 29, 2020 | 5:00 pm (UAE Time)

*A conversation with the Happiness Ambassador*

## How to trick your brain into SERENITY in times of challenge?

Gloria Belendez-Ramirez

### “How to trick your brain into Serenity” Gloria Belendez - Ramirez

Webinar Replay



CEO CLUBS ONLINE WELLNESS SESSION  
Tuesday | April 21, 2020 | 5:00 pm (UAE Time)

## Himalayan Kriya Yoga

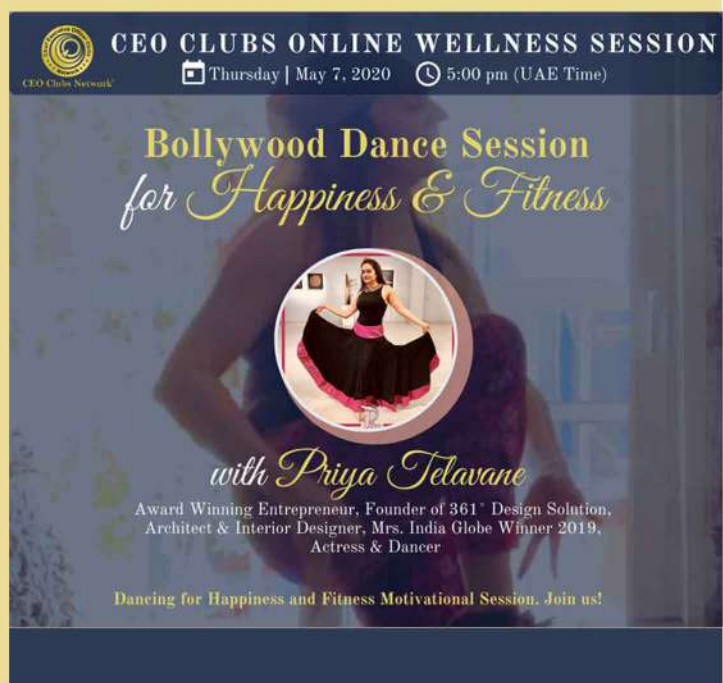
Immunity Protection Workshop

with Jade

Explore. Experience. Elevate.

### “Himalayan Kriya Yoga” Jade

Webinar Replay



CEO CLUBS ONLINE WELLNESS SESSION  
Thursday | May 7, 2020 | 5:00 pm (UAE Time)

## Bollywood Dance Session for Happiness & Fitness

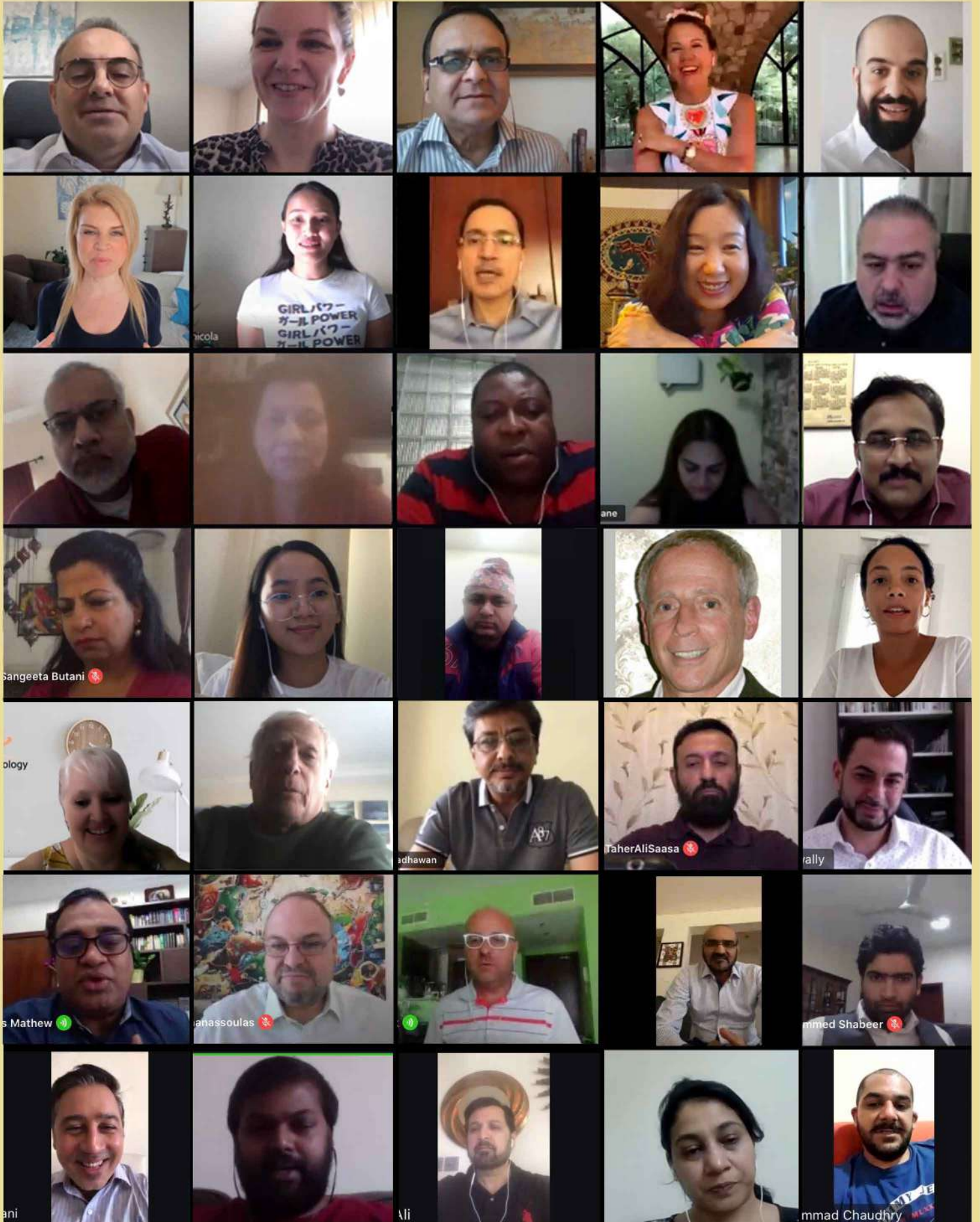
with Priya Telavane

Award Winning Entrepreneur, Founder of 361° Design Solution, Architect & Interior Designer, Mrs. India Globe Winner 2019, Actress & Dancer

Dancing for Happiness and Fitness Motivational Session. Join us!

### “Bollywood Dance Session for Happiness & Fitness” Priya Telavane

# CEO Clubs Online Meetups



## Introducing the New CEO Clubs Membership Category



### Key Benefits of EXTREME Membership Mobile APP

- ✓ View, search and connect to both Extreme & Elite Members
- ✓ Access the Business Opportunities
- ✓ Receive special price on the CEO Clubs Business Delegation packages
- ✓ Access the Exclusive Members Offers
- ✓ Opportunity to promote your products/services through Member's Offer and Business Opportunities feature in mobile app
- ✓ Attend all the CEO Club Exclusive Webinars
- ✓ Entitled to attend the selective CEO Clubs Events (4 Invites a year)
- ✓ Email Campaign to introduce your company to members / Social Media Promotion
- ✓ Attend the Regular Online Meetup with Elite Members
- ✓ Opportunity to highlight your article and offers to CEO Clubs Newsletters

# NEW, POST PANDEMIC, WEALTH

**DR. DIMITRIOS VASILEIOS KOKKINOS**  
Chairman & Managing Director - DVK Consultants DWC-LLC

Measuring the present disaster, in numbers ONLY, is CRUSHING. This is not about 1929, it took four years then to reach the bottom. It now happened in four months.

There has never been a triple crash like this before combining the Economy, a Pandemic, and Energy. The collapsing financial asset markets started already to damage the real economy and will continue to do so in a worsening way.

Despite all the props used, the markets are less and less relevant to the real Economy. The Pandemic destroyed an already unsound system of Consumer Spending, Energy, Services, Global Trade, Supply Chains, Investment, Production, and generally Value Creation.



But whatever disaster has befallen in the inhabitants of the Earth, has eventually ended. Each time, after a disaster, a better World emerged, although suffering has been diminished only a little. The signs of how this new World will form, are already emerging.

It will manifest itself in **TWO STAGES.**

A -> THE FIRST STAGE WILL BE ONE OF ENTRENCHMENT & CONFRONTATION



The 2020-21 period will be one of retrenchment. States will entrench themselves in their nationalistic frontiers, Social classes will entrench themselves in the specificity of their class, and confrontations, National or Social will follow.

All this will be due to the paucity of means to continue the consumption model that strongly emerged in the 20th Century and dominated World affairs up to now.

Socially two fundamental Social concepts are strongly challenged.

\*The concept of the Society where two-thirds (2/3) of it has adequate means and one-third (1/3) inadequate, that allowed most advanced Societies to function, is not valid anymore.

\* The concept of the Society that expects that every next year, more material progress will be achieved for most of the population.

This concept that sustains economically developing Societies is not sustainable anymore. Hope is Globally in "short" supply. Materially, Global value chains demonstrate the new reality.



Over the past four decades, much of manufacturing production world-wide has been organized in what has become known as global value chains (GVCs).

From raw materials to final products everything is moved around the World in its various stages of production.

So raw materials mined in Africa become electronic components manufactured in China and become electronic devices manufactured in Germany, those are incorporated into airplanes that are finally bought from all the above and other Countries.

This, quasi closed loop, of the production and consumption network is mainly depending on China, Japan, the United States, and the European Union,

This will increase the Business fragmentation that is already developing, which is manifested primarily through the US and China Trade wars which are developing into Capital and divesting Wars and protectionist policies.

# NEW, POST PANDEMIC, WEALTH

**DR. DIMITRIOS VASILEIOS KOKKINOS**

**Chairman & Managing Director - DVK Consultants DWC-LLC**

Not only Technology but even Science will suffer because communication of R&D results will be subject to Government licensing.

Governments legislate & regulate on experiences anchored in the past.

This administrative inability to anticipate the Future is where hope lies.

B → THE SECOND STAGE WILL BE WEALTH CREATION.



Going forward

The method forward is the same method that is adapted to salvage an ailing Corporation.

Creative Destruction.

The salvageable part of the Corporation is separated and the rest is destroyed and fed to the salvageable part.

A re-shaping and re-orientation must take place.

Wealth creation always comes with the introduction of something new in Ideas Society, Science, Technology, Regulation, etc.

There are five principal domains that creative innovation will create Wealth:

- 1) Gnostic & Cyber
- 2) Energy
- 3) Environment
- 4) Circular Economy
- 5) Economic Transformation

## 1. GNOSTIC & CYBER DOMAINS

The Gnostic & Cyber domains are the only ones that were not only unaffected by the disasters but also flourishing and resistant to the imposition of frontiers.

Advances in Gnostic Technology.

It is established that compared to 2012 it now takes 44 times less computing to train a neural network to a specific AI. (Moore's Law<sup>3</sup> would yield an 11x cost improvement over this period).

The research results indicate that, for AI tasks with high levels of recent investment, algorithmic progress has yielded more gains than classical hardware efficiency improvements.

That means that software development is advancing faster than hardware development which in turn means that AI is about to take off.

In the Industrial Revolution of the 19th Century, the Engine, acting as a muscle multiplier utterly transformed Society.

The Gnostic Revolution of the 21st Century, acting as an intellect multiplier will utterly transform Society again and be a new great source of Wealth.

Cyber globalization

The closing of physical frontiers will not affect the Cyberspace. A new area of the interchange will also create new Wealth rules.

## 2. ENERGY

Every great socioeconomic change is preceded by a change in the mode of Energy.

This is worthy of a particular analysis.

Muscle, black powder, Coal, Oil, Nuclear, Natural Gas, and now Renewable sources, are the milestones.

The present value of the Energy Companies sector's weight in the S&P500 has dwindled from more than 12% ten years ago to less than 3% now.

The main reasons for the drop are Companies producing or using Coal and/or Hydrocarbons.

Only Renewable Energy Companies are holding up.

Renewable energy demand is expected to increase this year by 1% compared with the overall 6% decline in energy demand forecast by the IEA.



# NEW, POST PANDEMIC, WEALTH

**DR. DIMITRIOS VASILEIOS KOKKINOS**

**Chairman & Managing Director - DVK Consultants DWC-LLC**

The main reason is the drop in the use of internal combustion engines and the second reason is the reduction of the use of Coal and Oil in the generation of electricity increasing the renewables percentage in the Energy mix.

The Energy mix is tilting in favor of the Renewables for three main reasons:

The continuously dropping initial cost of renewables, which now is competitive with fossil fuels.

The very low OpEx of Energy production from renewable sources.

The electrification of Transport.

Two additional reasons are the rapid drop in the cost of Battery Energy Storage and the Geopolitical uncertainty of fossil fuel supply.

As the Oxford University report: (Oxford Smith School of Enterprise and the Environment | Working Paper No. 20-02 ISSN 2732-4214 (Online)) estimated for every \$1 million spent, 7.49 full-time renewable energy jobs are created but only 2.65 jobs in fossil fuels.

### 3. ENVIRONMENT

Great awareness of the importance of the Environment has been developed in the 21st Century, spread and assisted by the Mass Media that continuously demonstrates the fragility of our present Environment.



The new generation, people who were born in the period ranging from the early 1980s to the early 2000s, are investing almost exclusively to Companies and Corporations that respect the Environment and Society.

As a very experienced Analyst remarked: "The biggest-ever generational transfer of wealth, which will be around \$30 trillion, from baby boomers to millennials, will take place in the next few years".

This has been greatly strengthened by the Covid-19 pandemic. For example, work from home also cleans the atmosphere. It is the biggest-ever drop in energy-related greenhouse gas emissions.

A telling characteristic is that in April there were zero car sales from Italy to India.

### 4. CIRCULAR ECONOMY

The present linear Economy cannot be sustained without destroying the Planet, but there are additional significant reasons. Further to the economies obtained to a World that will be short of everything, including food, the shortening of the Supply Chain, & its extensive containment within national borders

### 5. ECONOMIC TRANSFORMATION

At the end of 2020, the Global debt will reach more than 280\$ trillion dollars.

It is obvious that, even with the best Keynesian practices, this cannot carry on forever. The question is not what the States will do about it because Governments have a great track record of kicking the can further.

The real issue is that we will see demand destruction. Economic transformation won't take life back to normal. There will be, at least ten years, a fast forward in the way we work, shop, manage, and administrate.

Deglobalization will make Sustainability at the national level a major requirement.

The new habits of working, shopping, and communicating from home will utterly transform the Economy. While restaurants and theaters will fill up again, there will be nothing like the business before. The greatest Economic Transformation will result from the diminishment of physical movement and space requirements.

This will create a drop-in employment income and demand. The question is how this is to be Socially manageable. A universal majority consensus of support for the introduction of universal basic income is close to being achieved. It remains to be agreed at whose expense.

## **SCIENTIFIC TESTING CONFIRMS FINE GUARD FACE MASKS ELIMINATE CORONAVIRUS 229e on CONTACT**

**James Michael Lafferty**  
**CEO Fine Hygienic Holding (FHH)**

Fine Hygienic Holding (FHH), one of the world's leading wellness groups and manufacturer of hygienic paper products, has released the results of scientific testing conducted by the University of Arizona which confirms Livinguard technology incorporated in its Fine Guard masks effectively neutralizes pathogens of all kinds upon contact, including Human coronavirus 229e.

The scientific tests, conducted by the Tucson university's Department of Environmental Studies under the supervision of Charles Gerba PhD, showed that the textile technology, made in partnership with Swiss microbiology and material sciences company Livinguard, effectively eliminates pathogens of all types, including Human coronavirus 229e.

The tests affirm that textiles treated with the breakthrough technology, such as the Fine Guard, can kill the coronavirus by 99.99%. Dr. Gerba, Professor of Microbiology, Virology, and Immunology, said: "Livinguard textile technology holds promise in the fight against COVID 19."

The anti-viral, anti-bacterial Fine Guard is already available in the MENA markets including UAE, Saudi Arabia, and Jordan, and Livinguard is currently working with the US Food and Drug Administration (FDA) on the results of the testing, with the aim to introduce masks treated with the Livinguard technology into the US market in the coming weeks.

Regarding the findings of the study, FHH CEO James Michael Lafferty said, "As a leader in the wellness and hygiene industry, FHH is dedicated to providing hygienic solutions which go beyond the set market standards. Fine worked closely with Livinguard over the past couple of years to develop products that keep consumers safe and healthy.

"We are proud to be their exclusive partner in the MENA region, providing our communities and consumers across the globe with one of the most technologically advanced and effective hygienic face



masks on the market today. We are encouraged by the confirmation of the newly-available test results from the University of Arizona and look forward to making masks treated with the Livinguard technology even more widely available."

Fine Guard face masks are reusable for up to two years and can be washed up to 30 times with hand soap and warm water, offering a more sustainable alternative than disposable masks.

With more governments recommending or mandating its citizens to wear personal protective equipment, Fine Hygienic Holding is currently working on developing new products that utilize the Livinguard technology such as gloves and wipes to help consumers stay safe and healthy.

### **About Fine Hygienic Holding:**

Fine Hygienic Holding (FHH), MENA's leading manufacturer of hygienic products, serves consumers in more than 75 countries around the world. With its commitment to becoming "the shining star of the Arab FMCG business world," FHH focuses on wellness, sustainability, state-of-the-art production processes, pioneering CSR programs, and award-winning products. The company offers a diverse array of products including facial tissues, napkins, kitchen towels, toilet paper, baby diapers, adult briefs, jumbo rolls, as well as away-from-home products to accommodate all types of private and public institutions.

*(Reference: Khaleej Times)*

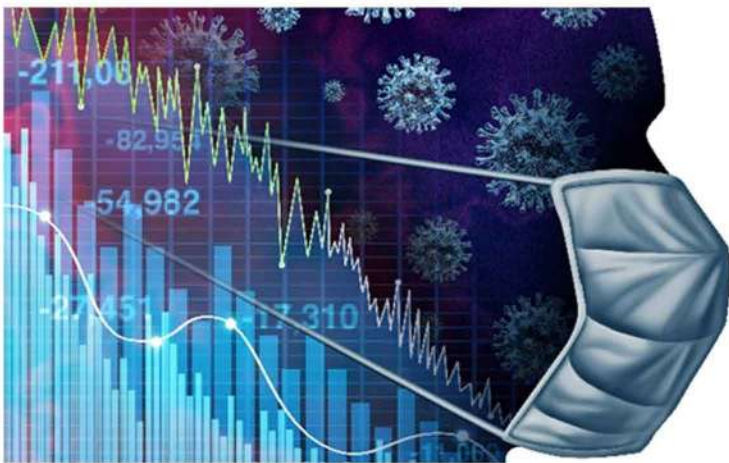
# A WAKE UP CALL FOR THE WORLD TO CREATE A NEW ECONOMIC FABRIC

**Abdul Moiz Khan**  
Co – Founder, CEO & Managing Partner of Fursa Consulting

As human kind stands testimony to this bizarre pandemic – Corona Virus or COVID 19 which represent unprecedented circumstances, as novel as it is life-changing & will alter the visualization of the socio- economic fabric of global society.

The effects are discernible as we all are reorienting our relationship to government, to the outside world & even to each other. The stark reality is there is no accurate premonition of exactly what will come of the unknown dynamics that community, government, healthcare, the economy, our lifestyles and more will have.

Like any other catastrophes similar to 9/11 or the 2008 financial crisis that mutated the global society in the past, this will also forge new challenges at the back drop of “uncertainty” which makes this calamity even more bewildering and convoluted to tackle.



The marketplace will witness more sophisticated and flexible technological advancement, there will be a drift away from “Is there a reason to do this online?” to “Is there any good reason to do this in person?”. There will be significant acceptance of online communication at government, education, healthcare, in our life style and at large will facilitate more connection to far away people easily with much more health safety in place.



We are now plunged to be compatible enough as telecommuting “Tech Savvy” professional with the emergence of work-from-home – “WFH” culture. Students will have more online learning, Corporate will expand more efficient and effective supply chain systems to insulate and safe guard themselves.

Banks will transform, at a much faster pace, their infrastructure to create and operate on block chain technology. These new digitalized coded options will provide enhanced security, cost effectiveness & efficiency for corporate payments, intra bank cross border remittances etc and the applicability is expected to magnify rapidly.



# A WAKE UP CALL FOR THE WORLD TO CREATE A NEW ECONOMIC FABRIC

**Abdul Moiz Khan**

**Co – Founder, CEO & Managing Partner of Fursa Consulting**

The Healthcare Industry globally will beholder unleashing of new Family Health Care programs to provide more safety net for child care, elder care & support for people with disabilities. Telemedicine will now on contribute more significantly in cost-controlling, high convenience system for the Healthcare Industry. The industry will institute sweeping reforms focused on access to high-quality care, cost management, product innovation and digitalization.



New Fiscal & Monetary measures will be embraced to salvage companies from bankruptcy so that they can recoup quickly once the pandemic is over. There will be various forms of tax relief and public guarantees to support firms borrow, public finances will significantly be under pressure & increase in budget deficits for all governments. Timely roll out of fiscal & economic stimulus package will significantly underpinned the core pillars of the economy. Adequate measures will be adopted to ensure unemployment rate remain low. There will be surge in demand for cost effective & innovative unemployment linked insurance covers. Government efforts will increase to shore up aggregate demand, which will have its own challenges, as global economy is suffering from an unprecedented supply shock. This may lead to merely boost inflation, potentially leading to stagflation (weak or falling GDP growth alongside rising prices).



There is no better time than this to redesign global industrial pace and conserve wildlife habitat to restrict & eliminate spill over of animal microbes by not forcing wild species to cram into remaining fragments of habitat in closer proximity to us. That's what has allowed animal microbes such as SARS-COV2—not to mention hundreds of others from Ebola to Zika—to cross over into human bodies, causing epidemics.

Precisely, it is a wake-up call to entire man kind to be responsible as no event in recent history has affected us as profoundly and pervasively & will continue to influence on how we think, how we relate to others and what we value for now on.

**Abdul Moiz Khan** is a senior UAE based Corporate / Risk Management Banker, **Co – Founder, CEO & Managing Partner of Fursa Consulting – Dubai** based Corporate Advisory Company engaged in Debt Advisory, PE, M&A & Strategy.

## Combating coronavirus: Abu Dhabi lab tests 1,000 Covid-19 samples a day

**Mohammed Zafar**  
Country Head, Proficiency Healthcare Diagnostics

A laboratory in Abu Dhabi City is operating round the clock, testing more than 1,000 Covid-19 samples a day. Khaleej Times was offered a first-hand experience of the tests done inside the highly-protected laboratory environment.



**Proficiency Healthcare Diagnostics (PHD)**, part of Al Borg Medical Laboratories, functions across four floors of a tower carrying out many vital tests. Here, samples are tested for Covid-19 on an automated molecular division on a secured floor.

"Once this virus started spreading from China, we feared this might be reaching here as the UAE is an international hub with people flying in & transiting. So proactively, we started interaction with our team, stakeholders and then with government officials to find a way to tackle this problem," said Mohammed Zafar, country head of PHD and Al Borg Medical



It helped that the lab already had reverse transcription polymerase chain reaction (PCR) test facility - an accurate way to detect the virus. "We slowly built up our capacity. We worked on how to handle samples and bio-safety requirements in line with government regulations. And we became prepared to handle such load. We are testing samples for more than two weeks. We are doing more than 1,000 tests per day, 95 per cent of load is coming from Abu Dhabi Health Services Company - Seha," Zafar said.



What happens inside Covid-19 test lab?

Dr Lobna El Messery, group medical director and lab director in Abu Dhabi, said the process is double-checked to ensure zero-per cent error and facility is completely integrated electronically with healthcare authorities. "The samples are delivered through a separate entrance. Each sample is stored in temperature-controlled environment, then accessioning is done, i.e., data of person fed into integrated information system, samples are mapped with data provided by the health authorities. Then, there is RNA extraction process, followed by DNA detection to confirm presence of the virus. The results are updated electronically to the government," Dr Lobna said about the process inside the molecular biology lab. "This is a 24-hour operational lab to test as many samples as possible. The best policy for now is to screen and contain. We are doing our bit of screening,"

Zafar noted Al Borg group of laboratories is spread across the UAE, with Abu Dhabi facility being the biggest. "Al Borg is present in 15 countries and we have 12 labs spread across the UAE." We have 12 medical staff working full time, but the entire company is in this together. They all have personal protective equipment. They are putting extra time and effort with less time to sleep. They are compensated for working over-time. There's a sleeping facility and place to relax. There are attendants solely to cater to their requirements," Zafar added.

(Reference: Khaleej Times)

## **Etihad Credit Insurance, Abu Dhabi Exports Office join forces to expand strategic product offering to support UAE companies**

**Etihad Credit Insurance, ECI, and Abu Dhabi Exports Office, ADEX, announced a strategic alliance to help UAE exporters overcome the most pressing challenges they face in the current economic climate.**

ADEX and ECI will combine their highly complementary suite of financial and insurance products and services to bring to UAE businesses a full range of credit facilities - direct financing, guarantees and export credit insurance - to maximise their competitiveness in the global marketplace.

guarantees to include loans guaranteed by ECI to stimulate the import of made in the UAE products from foreign buyers. ECI will offer UAE exporters access to its extensive database of more than 300 million companies worldwide to establish a new customer portfolio.

In addition, the two organisations have committed to work together to develop new joint products to help UAE companies and their overseas buyers address the immediate liquidity and cash flow issues threatening the global supply chain today.



Management of both organisations, which share a mandate to drive expansion and diversification of the UAE economy by driving growth of national export companies operating outside of the crude oil sector, signed a Memorandum of Understanding pledging mutual cooperation to support UAE companies by providing the full range of financial products that help them accelerate their exports beyond the border.

One of the key collaboration areas through this MoU is that ADEX will expand its range of existing buyers credit facilities in the form of loans and

Massimo Falcioni, Chief Executive Officer of ECI, and Saeed Al Dhaheri, Acting Director-General of ADEX, signed the MoU pledging their strategic collaboration. The signing ceremony was witnessed and endorsed by Mohammed Saif Al Suwaidi, Director-General of ADFD and Chairman of the Export Executive Committee of ADEX.

Al Suwaidi said, "ECI and ADEX share a common mandate and responsibility to drive our nation's economic development and diversification.

*(Reference: Emirates News Agency)*

## **Etihad Credit Insurance, Abu Dhabi Exports Office join forces to expand strategic product offering to support UAE companies**

We both have a rich suite of uniquely complementary financial and insurance products and services that are highly relevant to helping business leaders overcome the challenges they are facing in the current COVID-19 economy. United together, we can expand our reach to more effectively and efficiently provide much needed financial support to our national companies and their overseas buyers when and where they need it most."

ECI and ADEX will partner on a national education campaign to help business leaders understand how to most effectively leverage this new combined offering to increase global competitiveness and safely enter new global markets to expand their businesses and contribute to broader UAE economy health and growth.



Falcioni said, "Together we can help enhance UAE businesses and exporters' cash flow and safely develop business expansions. We can make sure they get paid for those transactions in advance, improving their cash flow. And we can assist them through our extensive database of companies to access new markets and reduce the cost of exports. That's a powerful combination that will significantly help companies navigate COVID-19 related business challenges while strategically investing in long-term growth."



Al Dhaheri said, "This is a strategic alliance that is all about protecting the best interests of our national companies as well as facilitating their overseas buyers on much-needed international trade. We offer overseas buyers of goods and services from UAE companies the benefit of immediate access to financing that is more difficult to secure locally in today's market conditions while protecting our national companies' transactions from risks in a time of great economic uncertainty. And together we will listen to our business leaders to explore development of new products that are directly aligned with alleviating the credit and payment pressures they are facing today."

ECI provides guarantees and insurance solutions to mitigate the political and commercial risks arising from financing or refinancing export transactions on behalf of the UAE government. ECI has built a large ecosystem of strategic partners that includes local and international banks which can offer loans to UAE companies to fund exports to overseas buyers, with ECI providing insurance to secure that funding and protect the supply chain.

ADEX provides direct financing and credit guarantees to overseas buyers from the public and private sectors seeking to import goods and services from UAE companies. ADEX funding and guarantees are designed to support national businesses across the UAE in all non-crude oil sectors. ADEX has allocated AED550 million (\$150 million) in funding for qualifying export transactions of national companies that is immediately available to support COVID-19 economic recovery.

*(Reference: Emirates News Agency)*

## INDIA Inc 2.0 – SO CLOSE YET SO FAR

**James Mathew**

CEO & Managing Partner **UHY James Chartered Accountants**

Against the backdrop of COVID-19, the high dependence on manufacturing units in China led to a global supply chain disruption that resulted in unprecedented loss for some of the biggest companies of the world. Global investors are now exploring options to reduce their reliance on China as a manufacturing base. This paradigm shift in investor sentiment within the goods & manufacturing sector holds immense promise and potential for the Indian economy. In a bid to leverage the opportunity knocking its door, India announced the development of a land pool, almost double the size of Luxemborg, to attract investors, looking to set shop outside China.



I would say this is easier said than done. Will India play it smart & make the most of this potent opportunity? Or will bureaucratic roadblocks nip this opportunity in the bud?

There are many questions looming at large. It is up to stakeholders in the government and corporate sector of India to get their act together, utilize the opportunity to its best potential, set the 'Make in India' movement into momentum and lead India Inc to its next phase – India Inc 2.0. A good place to start, would be to, first explore India's strengths and weaknesses with regard to luring global investors.

### **Strengths:**

- Land allotment is the starting point for a manufacturing unit; to this end, India has already identified 461,589 hectares of land across the country to woo global investors.
- The government has handpicked sectors like electrical, pharmaceuticals, medical devices, electronics, heavy engineering, solar equipment, food processing, chemicals and textiles to promote manufacturing.
- Countries like Japan, US, South Korea and China have highlighted their interest in shifting base to India and have sent inquiries to Invest India – the government's investment agency.
- The Indian government is working closely with state governments, urging them to design programs that will drive foreign investments in their respective states.

While the above mentioned points showcase how well India is poised as a destination of choice for potential investors, there are key factors intrinsic to the country's business landscape that require major transformation.



## INDIA Inc 2.0 – SO CLOSE YET SO FAR

**James Mathew**

CEO & Managing Partner **UHY James Chartered Accountants**

### Weaknesses:

- **Eliminate bureaucratic roadblocks:** The Indian government must walk the extra mile to eliminate bureaucratic roadblocks and shift focus on devising strategies that promote the interest of the investors.
- **Increase transparency in policy making:** It is imperative that the Indian government wins the confidence of multinational investors and involves them in policy making processes to offer a business environment that is conducive to growth
- **Strategise to ensure ease of doing business:** The Indian government and all other stakeholders will need to work hand in hand to ensure multinational investors can rely on - the policies, laws of the land and supply chain capabilities - to drive growth for their companies. This will demand flawless implementation at every stage of the business to offer investors 'ease of doing business'

2019 was by no means an easy year for the Indian economy and with the outbreak of COVID-19 in 2020, an economic downturn is here to stay. Experts believe the COVID-19 induced crisis may cut a deeper wound on the economy than the 2009 global financial crisis. I strongly believe, India has the opportunity to pull a masterstroke and rewrite its growth story by strengthening its position as a global manufacturing base. However it remains to be seen whether India will succumb to the catastrophe that is COVID-19 or will the country rise to the occasion and breathe life into its ailing corporate sector.

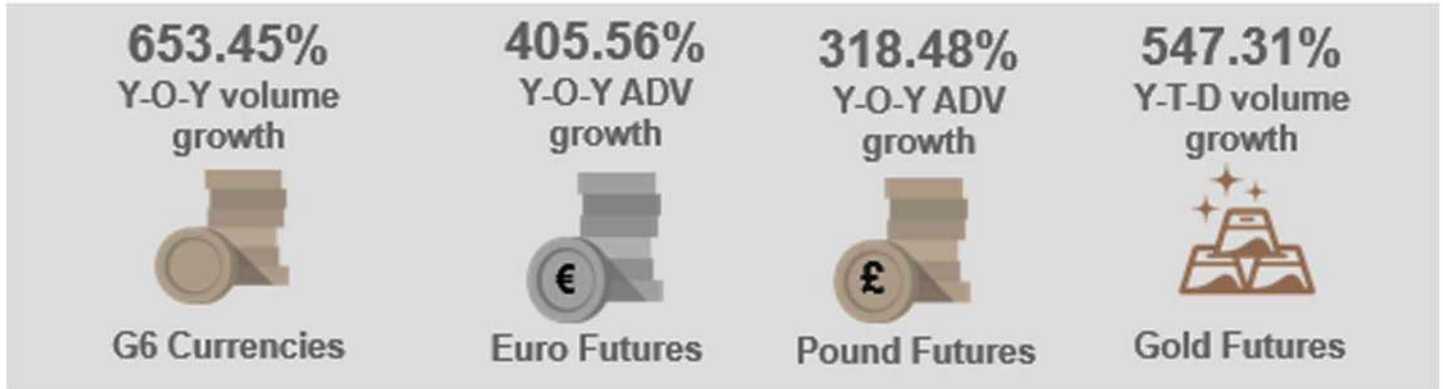
**Do you think India Inc. 2.0 is in the making?**



**CEO Clubs Network Franchising Opportunity**

**A New Chapter to Begin with You**

## DGCX Volumes in G6 Currencies Surge in April Amid Continued Global Economic Uncertainty



The Dubai Gold and Commodities Exchange (DGCX) continued to see robust trading activity in April, with members increasingly seeking to protect themselves against volatility and global economic uncertainty. In light of continued currency volatility and varying views on the dollar as a safe haven, the DGCX last month most notably recorded a surge in trading of its G6 currency portfolio, which registered year-on-year (Y-O-Y) volume growth of 653.45%.

Among the G6 Currency pairs, Euro and British Pound Futures contracts were the most prominent, recording impressive Y-O-Y ADV growth of 405.56% and 318.48% respectively.

Meanwhile, the DGCX's Gold Futures product continues to perform strongly, and has now recorded year-to-date (Y-T-D) volume growth of 547.31% compared to the same period last year.

Les Male, CEO of DGCX, said: "April was another extraordinarily busy and volatile month for global markets. Oil prices plummeted amid forecasts that demand will plunge this year, gold prices surpassed the \$1,700 threshold once again, while the US dollar steadied or weakened against most major currencies, having previously strengthened in the first quarter of this year. During these periods of uncertainty, markets such as the DGCX support the resilience of the global and regional economy by allowing investors and businesses to protect their positions against price fluctuations.



What we are seeing is truly unprecedented, and it has never been more important for our tools and services to be available, and for markets to remain open and transparent to give investors confidence."

Total volumes on the DGCX in April totaled 810,000 million contracts, valued at USD 20.02 billion. The Exchange last month also recorded Average Open Interest (AOI) of 246,080 contracts, bringing the AOI for 2020 to 347,955 contracts, up 20.42% from last year.

"The DGCX continues to operate normally across both the exchange and clearing house, and we remain committed to providing the vitally important functions of risk management and price discovery in today's challenging environment," Male added.

## COVID-19 and Fiona Environs: HOW OUR BUSINESS HAS BEEN IMPACTED?

Shalini Bhatnagar  
CEO, Fiona Environs



Covid-19 has affected some industries faster than others. While social and food businesses have taken a hit, e-commerce and gaming businesses are on the rise. As a landscape architecture firm belonging to the construction industry, we have experienced a mixed impact.

**Here is how Fiona Environs have been affected by covid-19.**

### Delays and distance

**Concerned clients:** To limit exposure, clients are anxious about their project's timeline, hoping to have it completed as soon as possible.

**Delay with the delivery of materials:** Imports have been halted during this time. This could lead to a delay in project completion, and a spike in overall cost, with the price of materials being raised as well.

**The challenges of working from home:** Fiona Environs is in a mobility-driven business. From site visits to necessary time in the office, this halt on movement is pushing us to think outside the box. Unlike most companies, our team relies on technology at the office, that we simply can't access at home. However, we're trying to come up with a systematic approach to this.

### Actions we are taking

Our team has been briefed on the importance of frequent sanitization and social distancing - and we are now all in quarantine, working remotely. We have reviewed ongoing construction projects and have also briefed workers, site managers, designers as well as the client on protocols to be followed.

## HOW THE COVID-19 OUTBREAK IMPACTS US ON DIFFERENT LEVELS



Client deadlines have also been a top priority or paused for the time being, with respect to material delivery, and trying to maintain as little contact as we can. We have also restricted visitors and supplier drop-ins to the office, and have placed sanitizers in every room, with a deep clean after each meeting.

Technology has come to our rescue during this time, enabling us to coordinate with our team, clients, and international collaborators.

Fiona Environs is keen to see the end of covid-19 but we can't help but wonder how this will shape the future of our industry and the way we work.

# Partnership between CEO Clubs Network

As put forward by Charles Darwin &quot;It is the long history of humankind (and animal kind, too) that those who learned to collaborate and improvise most effectively have prevailed.&quot; Collaboration and strategic partnerships are fundamental to improving business outcomes. **CEO Clubs Network** and Russian Club are now in a mutual beneficial partnership that aims to benefit its members in marketing, business transactions as well as B2B meetings. The Russian Club is a social and business Club representing more than 100,000 Russian speakers from Russia and previous Soviet Union countries. On the other hand, CEO Clubs Network is a corporate MEMBERSHIP-based Club & by-invitation-only international organization with members across various industries from private sectors, government entities, diplomats and business councils. As clearly defined by the aims both entities are well established in their networks and with this partnership will now make the world smaller by connecting their respective networks.

Russian Club provides bridge-way between powerful contacts, creating beneficial connections with access to a plethora of organized events and occasions, primarily designed to connect businesses. Including between UAE to Russia/CIS or for Russian speaking companies within the UAE. The partnerships will also aim to promote each other's webinars as we incorporate innovation and technology in these changing times.



This partnership will provide members with comprehensive ease of use, accommodating those invaluable connections are our shared concern. Exchange knowledge and insight with likeminded company to enhance both operations. Cross collaborates with our other members. Foster relations over the sharing of ideas, opening the door to a world of opportunity rife for the taking.

Conclusively CEO Clubs Network and Russian Club will aim to promote each other business activities as well as member engagement to explore different business ventures.

## A GUIDE OF DOING BUSINESS IN RUSSIA & CIS COUNTRIES

Date: June 09, 2020,  
Time: 16:00 (UAE time)



WEBINAR



LUC JONES

Supported by:



The author of "Why Russians Don't Smile"  
Tuesday, 09th of June, 2020, at 16:00 UAE time  
Event is Free, but registration is required.  
Language: English



## TRANSFORMING SHARJAH ECONOMICS

HE Marwan bin Jassim Al Sarkal is Executive Chairman of the Sharjah Investment and Development Authority (Shurooq), an entity tasked with leading the continued transformation and economic diversification of the emirate of Sharjah.

Marwan Al Sarkal was appointed Chief Executive Officer (CEO) of Shurooq in 2009 at the time of its establishment as per the Emiri Decree no.2 of 2009 that was issued by His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah. In his capacity as CEO, he intensified efforts to drive and lead the investment and cultural growth and development of Sharjah.

Operating under the wise directives of His Highness the Ruler of Sharjah, and under the vision of Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq, HE Marwan bin Jassim Al Sarkal played an integral role in transforming Sharjah's economic infrastructure, diversifying markets and facilitating new investments by leading projects and partnerships across major sectors such as tourism, healthcare, environmental, logistics, real-estate, retail and light manufacturing.

## A WORLD-CLASS STANDARDS

Al Sarkal has spearheaded all the major infrastructural projects and key partnerships at Shurooq, initiating the development of its portfolio of projects, initiatives and partnerships estimated at a total value of more than AED 10 billion (more than USD 2 billion), and covering Sharjah's western, central and eastern regions.

His creative, innovative thinking and ambitious drive, rooted in the emirate's traditions, has enabled Shurooq to adopt world-class standards in providing an array of services and infrastructural facilities to attract investors from the UAE, the Middle East, and beyond.

## VISION

Become an influential model in Sharjah as the 'city of the future' through the emirate's deep-rooted culture and history.

## MISSION

Lead the transformation and development of Sharjah's emerging markets and sectors, through initiative strategic forward planning of projects, initiatives and partnerships that deliver and empower added value to Shurooq's team members, business partners and stakeholders.





**Les Male**  
CEO  
**Dubai Gold & Commodities Exchange (DGCX)**



Les Male has nearly 30 years' experience in the Global Commodities industry with particular expertise across Exchanges, risk management and trading systems. As an extensively networked business leader with a consistent track record of driving new business and growth, he builds outstanding customer relationships, whilst protecting & growing shareholder returns.

Les is the Chief Executive Officer of the Dubai Gold & Commodities Exchange (DGCX), the largest and most diversified derivatives Exchange in the Middle East. In 2018 the DGCX Group traded and cleared USD \$475 billion and USD \$950 billion respectively, across four major asset classes; FX, Metals, Equities and Hydrocarbons. The DGCX Group enjoys a global membership base and International accreditation for the Exchange (DGCX) and Clearing House (DCCC).

Les joined DGCX in 2018 from Nasdaq where he was responsible for EU/UK client facing activities on the Global Commodities product suite. He started his career managing strategic projects for the UK Network Code, culminating in leading the development of Europe's first gas spot market (the OCM), he later became Commercial Director at EnMO and then continued in that role for APX-Endex. In 2010 he became the European Managing Director for the Green Exchange, a US backed venture for global carbon trading. After acquisition by the CME Group, his role took on the European gas and Global LNG strategy for Nymex, prior to joining Nasdaq in 2014.



### **The Leading Derivatives Exchange in the Middle East**

Dubai has historically been an international hub for the physical trade of not only gold, but also many other commodities and so the establishment of the Dubai Gold & Commodities Exchange (DGCX) was the next logical step for the region and the local economy. DGCX commenced trading in November 2005 as the regions first commodity derivatives exchange and has become today, the leading derivatives exchange in the Middle East.





**Ramy Jallad** is the **Chief Executive Officer of RAKEZ**. His role is to develop and drive the strategic growth, creating a thriving commercial and industrial business hub that attracts and welcomes investors from all around the world. He leads a thriving team of over 580 multicultural employees who are subject matter experts in diversified fields and expertise.

Mr Jallad is also the CEO of RAK fDi and sits on the boards of RAK Academic Zone as well as RAK International Corporate Centre (RAKICC) offshore jurisdiction.

He has over 25 years of experience in developing and leading various commercial and industrial zones, business parks, airports and mixed-use real estate developments, contributing to the GDP and economy.

Mr Jallad is fluent in English and Arabic. He holds a degree in Mechanical Engineering, and is also a Lead Assessor by the European Foundation for Quality Management and a certified trainer in sales, marketing, customer experience and leadership.



**The key to remaining sustainable is ensuring organisational agility, where free zones and economic zones must be fast enough to adapt to marketplace shifts.**

**Ramy Jallad,**  
Group CEO, **RAKEZ**



As a proud **French & Moroccan dual citizen**, **Mimoun A. Assraoui** has over 21 years of work experience in the Middle East, Japan and France, spending 16 years in the UAE, Dubai and Abu Dhabi covering family offices, private clients, banks and non-bank financial institutions.

Eight years ago, Assraoui anticipated a growing demand amongst high-net-worth individuals and investors in the Middle East and Africa seeking second citizenship or residency. Assraoui took advantage of his banking skills and experience to build his own venture and **founded RIF Trust in 2013 headquartered in Dubai**. Together with his partner David Regueiro, RIF Trust has become a global leader in Citizenship and Residency by Investment in Middle East and Africa, adding a greater suite of services and international reach to over 12 different countries across the globe.

RIF Trust aims to expand, grow and satisfy the needs of its high profile clients by offering over 20 different programme options for their clients, ensuring that they have a wide range of solutions to choose from in the Caribbean, Europe, and North America.

**RIF Trust services** honest and hardworking people and families from neighbouring countries, who unfortunately have a “weaker passport” and are seeking to obtain visa-free travel around the world, access to the top schools and universities abroad for their children, and the ability to expand their businesses in Europe.

For Assraoui, RIF Trust is the place where clients can build a bridge to the world. The company provides only government-approved programmes. They have a client centric approach and takes care of each of their clients, so much so that a lot of their business comes from past client referrals or positive word of mouth.



**2020 has been an outstanding year of achievements for Mimoun A. Assraoui. He is the proud recipient of the CEO Monthly’s CEO of the Year 2019 - UAE and his company RIF Trust has received the MEA Markets’ Best Global Citizenship & Residency Advisory Firm 2020.**





**Dr Mustafa Saasa**  
Chairman - SEPL India and  
Sell Force International  
LLC, Dubai - UAE



With a vision to increase security & safety of society as well as to uplift their status of living, Dr. Mustafa Taherali Saasa has set up a company in Ahmedabad in 2008 named as Sarrahrj Enterprise Pvt. Ltd. after successfully running the Raj group of Companies in Dubai - UAE, he decided to have a business set up in India. He has founded Sarrahrj Enterprise Pvt Ltd which deals in innovative Vehicle Tracking System under brand name of **STAR TRACKER**. It helps to track, Monitor and takes control of movable and immovable assets and vehicles. While talking about business model Dr. Mustafa's punch lines are **"We deliver the best to our customer satisfactorily through distributor and dealer network, we also serve directly to the key accounts and large corporate houses."**

In today's world clients are quality oriented and much more concern about product quality. While talking about quality, Dr. Mustafa Taherali Saasa says "We believe in Quality, our products are manufactured in **USA with highest quality standards having certified by FCC, CE, IC, PCTCRB and CARRIERS.**

"Our core values imbibed fiercely in our team, have not only helped shape our destiny, but also have reposed our customers' faith in us. Because it is not just about creating the world's best Products - it is about building a relationship that is dependable and trustworthy"

Dr. Mustafa Taherali Saasa not only involved in multinational businesses but also strongly supports society by various ways. As member of world water council he has been working for **"WATER"** which is most important element of life at international level.

Our success is based on three elements: The model itself, Domain knowledge and the team we built to deliver our vision.

We are extremely careful about who we employ. Our culture and values are paramount to our success and we seek out people who are passionate. Mediocrity is not tolerated at Star Tracker. Great companies are not built by average people, and good is not good enough in our culture. No division is more important than another and we all understand how interdependent we have to be to achieve greatness.

We have differentiated ourselves by maintaining high self-discipline, being well-prepared, maintaining punctuality, dressing appropriately, and adhering to our rules for client etiquette. In addition, we value each and every one of our clients, from the smallest to the biggest. **"Our strategy was to acquire an interest in existing companies and multiply in triple their turnover by boosting their sales and marketing."**

[Click here for Full BIO](#) 

## Robust Modular Structures Crisis Management Systems on the “Go”

CEO Clubs Valued Member **STEEL WOOD INDUSTRIES FZCO**

**Ox-dulars** are Modular systems made 100% of SDB (100% FSC post-consumer random-mix wood species manufactured 100% locally in the United Arab Emirates by Steel Wood Industries FZCO (Dubai Branch)) and holding the **Ox-label** of our sister company Steel Wood Industries LLC.

Covid-19 has initiated an innovative mechanism in which clinics, laboratories, hospitals, quarantine space can be erected within hours. Robust crisis management systems are in need especially with a virus, invisible, and may decide to attack anytime anywhere. Our modular systems have great heat insulations and other models have even high acoustic qualities not to mention their fire-rated and high-water resistant properties. The durability of SDB supersedes all conventional wood types and solid wood in the market maintaining superior powers for hanging of equipment on an urgency basis. Wood allows mailability in the introduction of services and the sandwich panel system provides space for invisible MEP when required. Our system also opens doors for customization when needed and can be installed by “do-it-your-self” style. It also is expandable as per need without loss of material. **Ox-dulars** are also suitable for refugee camps, labor camps, international aid etc. They are very economical and offer a great package for global humanitarian aid as well.



Such system would keep our city hospitals' contamination free (normal medication can return to normal without fear of intersecting with the virus from the main hospital). A testing clinic, **Ox-linics**, can be erected in parking lots of hospitals, airports, malls, schools, gas stations, construction sites, oil and gas companies etc. for testing visitors. Those who test negative may continue their journey without contaminating the main buildings. Those who test positive will be diverted by authorities to a more economical quarantine yet relaxing space, the **Ox-itals**, where they are under the jurisdiction of local authorities. Ox-dulars, with good selection of which modules you use, may provide a cost per bed space as low as 500aed. This is an amount paid for hotel rooms per night. **Ox-dulars** may be hygiene and used again, the full camp may be dismantled and relocated, and the material is capable of multiple dismantling and reassembles. Once the Ox-dulars serve their need, authorities can hygiene the rooms and resend to Steel Wood Industries FZCO for re-recycling the material minimizing +GHG's to landfills.

All you need is a flat surfaced area and you may start the erection of the structure, be it a mobile clinic on the go, or a quarantine camp for authorities to have quarantined patients controlled in areas selected by authorities. Fencing from SDB is also possible to contain the camp and patients it serves.

**Ox-dulars**, made of SDB, are 100% wood featured in all parts of the modules. The flooring, ceiling partitions, frames doors rooftops etc. are all 100% wood with ultra-low emission. Needless to say, the panel producer, Steel Wood Industries FZCO (Dubai Branch) panels SDB have over 65 international certificates and tens of awards making it easy to export wherever needed on the globe.



## DISINFECTION BOOTH



- [Product Details & Specification](#)
- [Disinfection Booth Prices](#)

An easy, innovative and cost effective must-have for all public spaces.

Equipped with motion-sensors, it sprays mists of an approved chemical and disinfects a person's clothes and shoes in a few seconds.

The chemical is approved by the Governing Authorities and is effective in neutralizing germs and viruses, including COVID-19, while ensuring no risk to the human skin, breathing, clothes and other belongings.

The booths come in various finishes, and can be ordered as a Transparent, Aluminium or PVC booth and are made in various sizes due to space restrictions at the designated area.

- ✔ Protective measure prior to entry to any facility
- ✔ Motion sensor system
- ✔ Suitable for crowds - Booth time of 5-7 Seconds only
- ✔ Anti-slippery flooring
- ✔ Plug & Play
- ✔ Disinfectant approved by Dubai Municipality
- ✔ Easy to install
- ✔ Body Temperature Sensor
- Made in UAE

### SUITABLE FOR

Airports | Malls/Commercial Centers | Hotels | Supermarkets Staff Accommodation | Public Transport | Construction Sites Healthcare | Food & Beverage Outlets | Public Events in the future Office Buildings | Residential Buildings | Large Villas | Places of Worship

## Fine's COVID support

### Protective Masks Land

Fine Guard provides you and your family not only with N95 grade filtration, but has on-top the patented and certified LIVINGUARD® Technology that actually sterilizes the air that passes through the mask, killing bacteria and viruses that can slip through. Protect yourself and your loved ones with Fine Guard. Probably the finest reusable face masks in the world.



### Facial Tissue Land

From drying your tears, to cleaning up your mess, tissues are your trusted best friend! And nobody makes tissues like Fine. We use our 60 years of experience to make sure that every sheet of tissue is made with the utmost love and care, to ensure only our softest and most hygienic tissues touch the skin of you and your loved ones.

### Paper Towel Land

All moms strive to take care of their children and to keep the house clean and tidy, but managing the household may be challenging. Don't worry! Fine Super Towel provides you with the required strength to be a SUPER MAMA!



### Toilet Paper Land

Fine Toilet Paper is a brand that you can rely on when it comes to your toileting needs. We are always looking for new ways to make your life easier. Fine wants you to have a pleasant experience every time you GO, creating a clean and enjoyable atmosphere in your bathroom.



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- ✓ Amount: \$40 -50 million
- ✓ Business Activity: Fresh Food Distribution (UAE)
- ✓ Annual Sales: \$100 million
- ✓ Fund Utilization: GCC Expansion

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# CEO Clubs Product/Service Offers & Business Opportunities

We would like to announce that one of our CEO Clubs valued members is looking for **investors for his Online Global Insurance Project.**

## VALUE PROPOSITION

- \*Online Insurance related queries have grown by 450% over last 5 years.
- \*65% of the volume to be dominated by aggregators only.
- \*Lower cash burn compare to competitors due to lower Cost per Lead (CPL) via affiliate marketing.
- \*Content Marketing –Engage traffic online through content.
- \*Product Innovation with Insurance companies via affiliate partnership with service industry.
- \*Wealth creation with each policy sale.
- \*Attractive agency business book.

## HIGHLIGHTS

- \*2 year old Insurance start-up in Brick and Mortar Model.
- \*Created a Motor Book of US\$ 1.5 Million in first year and US\$ 1.8 Million in second year.
- \*Existing Insurance Agency License from Insurance Authority, Abu Dhabi
- \*Project Lead Mr. Hammad Chaudari, an award willing Insurance professional, with 12+ years of global Insurance Experience.
- \*Successful partnerships with Insurance Companies in UAE, Qatar, Kuwait, Oman, Bahrain and KSA .
- \*Technology leadership with 13+ years of Insurance Technology Experience.

**PRODUCT MIX**

**PRODUCT FOCUS**

**INSURANCE PARTNERS**











## REVENUE FORECAST FOR UAE, QATAR & BAHRAIN

Year	2020	2021	2022	2023
Revenue	0	1,745,640	2,805,114	4,197,854
Expenses	2,700,000	1,050,000	1,185,000	1,273,500
P&L	-2,700,000	695,640	1,620,114	2,924,354

For interested investors, we can set up a meeting with you and the project's Founder for a presentation.

**Contact: +971553847066 / +97143461112 or email to support@ceoclubsuae.com.**

## CEO Clubs Exclusive Webinars & Meetups

-  CEO Clubs Membership Presentation on **1 June 2020**
-  CEO Clubs Supported Webinar: Impact of Covid 19 on Indian Realty and Opportunity Ahead for NRI'S on **2 June 2020**
-  CEO Clubs Supports the Russian Club Webinar: How China managed to control the spread of COVID-19" on **2 June 2020**
-  CEO Clubs Exclusive Webinar: The Future of Leadership, Workplace & Marketing on **8 June 2020**
-  CEO Clubs Supports the Russian Club Webinar: A Guide of Doing Business in Russia & CIS countries on **9 June 2020**
-  CEO Clubs Exclusive Webinar: Chatello - Next Generation OnDemand Monetization App on **10 June 2020**
-  CEO Clubs Panel Webinar: Women Leadership during the Pandemic & Beyond on **15 June 2020**
-  CEO Clubs Members Online Meetup on **17 June 2020**
-  CEO Clubs Exclusive Webinar: CEO's Story on **22 June 2020**
-  CEO Clubs Members Expertise Presentation on **29 June 2020**



## CEO Clubs Exclusive WEBINAR



### THE FUTURE OF LEADERSHIP, WORKPLACE AND MARKETING



#### VIRTUAL LEADERSHIP

Kyriakos Kofinas  
Executive & Business Coach, Action  
Coach/Syn Praxis FZCO



#### MARKETING STRATEGY


Sangeeta Butani  
Chief Executive Officer  
Digital Media Sapiens




#### FUTURE OF WORKPLACE

Alexandros Athanassoulas  
Owner & Managing Director  
Stirixis Group

CEO Clubs Members will share their expertise to help business leaders overcome challenges in times of uncertainty. Together we are better!

 Monday | June 8, 2020

 3:00 pm (UAE Time)



# CEO Clubs Network is able to get the Supplies for fighting COVID-19



3 ply Surgical Mask



N95 Mask



Gloves



Goggles



Infrared Thermometer



Coronavirus Test Kit



Protective Coverall



## Ventilator



## Testing solutions for COVID-19



We have updated our website!



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**CEO Clubs Network** is a corporate-membership-based international business organization with members from various industries and chapters across globe. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities and grow business locally and internationally. We integrated our services to be compatible with both corporate and its senior executives, with our unique experience and effective tools, we are able to offer custom solutions to CEO and decision-makers, as well as marketing member' products/services

The Regional Headquarter, CEO Clubs UAE is directly runs under CEO Clubs Network, is more than 14 years with 600 high profile members plus 3000 affiliations. Our organization enjoys the patronage of His Highness Sheikh Juma Bin Maktoum Juma Al Maktoum from Dubai Royal Family. Our excellent team creates diverse events with high profile figures, multi- cultural atmosphere, interesting topics and strong networking reach. Therefore, we are proud of have received the Dubai Quality Appreciation Awards Cycle 2017, presented by the His Highness Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister of United Arab Emirates and Ruler of Dubai.

We are passionate about our services below

- \***Executing the best service for our Members**
- \***Providing maximum exposures to our Sponsors**
- \***Giving extraordinary values to our Clients for their Corporate Events**
- \***Serving our partners with our success model in CEO Club Franchising**
- \***Providing integrated solutions to our Client who are looking for advice**
- \***Offering unique opportunity to investors to grow together**

#### **MISSION**

CEO Clubs Network creates the most effective business platform for CEOs and Seniors Executives to share experiences, explore opportunities and grow business locally and internationally.

#### **VISION**

The most effective Business Platform CEOs & Decision makers worldwide.

#### **VALUES**

Trust, Passion, Humbleness, Happiness, Honesty, Growth, Creativity, Loyalty, Transparency, Gratitude, Excellence, Communication.

Be a member of CEO Clubs Network, please contact us

**Tel : +971 4 346 1112 / +971 4 346 5101**

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