



CEO Clubs Network®

CEO CLUBS NETWORK E-NEWSLETTER

July 2021
Issue



H.E. Marwan bin Jassim Al Sarkal
Executive Chairman
Sharjah Investment and Development Authority (Shurooq)

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CEO Clubs community engages with EXPO 2020 Dubai & appreciate its opportunities

Sarah Dong
Director at CEO Clubs Network

On November 27, 2013, UAE was selected as the host country of World EXPO 2020, under the theme, 'Connecting Minds, Creating the Future (CNBC, 2013).

It is a mega event for people from all over the world to come together to share ideas, create business connections, learn from each other and be a part of something creative. It is a place for everyone, from children to the aged to witness and get an amazing once in a lifetime experience.

CEO Clubs Network is highly involved in promoting EXPO 2020 Dubai since the past 5 years. The CEO Clubs organised multiple expo related events. The first business conference in Dubai on the EXPO 2020 was held right after 3 months it was awarded. It was attended by the officials of Dubai expo and other govt officials. CEO Clubs is supporting and contributing to make the EXPO successful.



The members of CEO Clubs had the privilege to visit the EXPO 2020 Dubai site on 20th March 2019 to explore business collaborations. It was an exclusive presentation by the EXPO 2020 officials followed by the site tour that brought a lot of insights.



On 5th February 2020, the CEO Clubs held a lunch meeting "Dubai EXPO 2020 Opportunities with Pavilion Owners" which brought together diplomats from more than 25 countries participating in the EXPO 2020 Dubai. The concepts, insights, and opportunities of each pavilion were covered during the meeting. The CEO Clubs' valued members and Diplomats exchanged views on possible collaborations through providing the pavilions solutions from its members services.

The EXPO 2020 Dubai Team hosted the CEO Clubs Member Delegation on 30th April 2021. The trip highlighted the importance of sustainability and our members actively engaged and enjoyed learning from the EXPO officials. This trip helped us to ensure excellence and it goes together with our mission of sharing experiences, exploring opportunities, and growing business together for sustainable future.



CEO Clubs community engages with EXPO 2020 Dubai & appreciate its opportunities



The CEO Clubs Network team, led by the CEO and Founder Dr Tariq Ahmed Nizami, got the opportunity to visit the EXPO 2020 Dubai Site on 13th June 2021, and explore the latest insights from EXPO 2020 Officials. One of the highlights is the Dubai Exhibition Centre, which is specially designed for events and meetings, spread across 45,000 square metres of area. The DEC is located next to the EXPO site.



The CEO Clubs held its monthly virtual meeting, 'International Connections', an update on EXPO 2020 Dubai's business program' on 7th July 2020. The EXPO 2020 officials provided a detailed insight of the mega event which is less than 100 days away to the CEO Clubs Members. Approximately, 45 top CEO's and government officials who are members of the CEO Clubs Network from various global trade bodies attended this virtual event. The expo officials Mr. Ibrahim Bashir, who takes care of Corporate Relations and Mr. Hamad Hisham AlShirawi, a part of the EXPO 2020 Business Program are thankful to Dr. Tariq Ahmed Nizami for giving them this opportunity and they are honored to showcase this great event to the CEO Clubs Members.

There is a special corporate offer for CEO Clubs Members on the ticket booking for the EXPO 2020. The discounted rate will be as follows:

30% DISCOUNT ON MULTI-DAY AND SEASON PASSES



- ✓ Discount is valid for bulk pre-purchase on Multi and Season Pass (min of 30 tickets), **valid until 15 August 2021**
- ✓ Discount is applicable for employees, their family and friends
- ✓ Free Tickets for children up until the age of 17yrs, Seniors over 60yrs and People of Determination

Reply at pc@ceoclubsuae.com with tickets quantity required to block on behalf of member to qualify for the offer.

CEO Clubs Cigar Night

Cheers to a lit event !!

On 6 July 2021, CEO Clubs Network hosted its first Cigar Night of 2021 at Pullman Hotels & Resorts, Dubai Downtown (Our venue partner).

We are so glad that our members joined us and had a great time networking and exchanging ideas. It was a pleasure to have them all and we are looking forward to more interactive and engaging events with all the necessary precautions !!



Highlights of CEO Clubs Members Virtual Meeting




CEO Clubs Network

CEO Clubs Members Virtual Meeting
**International Connections,
An update on EXPO 2020 Dubai's Business Program**

By EXPO 2020 Dubai Official

Mr. Khalid Sharaf
Director - EXPO Business Programme

Followed by Q & A

www.expo2020dubai.com

WED | JULY | 3 PM
DAY | 7 | GST

CEO Clubs Network held its monthly virtual meeting on 7th July 2021 on the topic “**International Connections, an update on EXPO 2020 Dubai’s business program**” Nearly 45 members of the CEO Clubs Network that consist of top CEO’s and government officials from various global trade bodies attended this virtual event.

The EXPO will be held from October 1 2021, to March 31, 2022. Mr Khalid Sharaf, Director of EXPO Business program, gave an insight into the making of this new world through a pre-recorded presentation.

Dr Tariq Nizami, CEO and Founder of CEO Clubs Network, started by saying that, “Dubai is hosting the first ever World Expo in the Middle East, Africa and South Asia region and is a collaboration of more than 190+ countries,

organizations, businesses and educational establishments. We are delighted and proud to learn, through this virtual interaction, the world class showcase that Dubai EXPO team has put together”. Dr. Tariq welcomed **Mr. Ibrahim Bashir, Manager Sales & Analytics EXPO 2020** gave an introduction about EXPO and **Mr. Hamad Hisham AISHirawi, Senior Manager Expo Business Programme** helped clear the concerns of the CEO Clubs Members regarding the EXPO 2020.

CEO Clubs Network is highly involved in promoting EXPO 2020 since the day it was awarded, 5 years ago. They have organised multiple EXPO related events in the last 3-4 years to support and contribute towards this mega event. Currently, CEO clubs is assisting many countries for their B2B connections, country pavilions and hosting events.

Highlights of CEO Clubs Members Virtual Meeting

Mr. James Mathew, CEO & Managing Partner, UHY James Chartered Accountants, a member of the CEO Clubs, exclaimed that he is highly excited about the EXPO, was extremely impressed by the way Dubai has turned this global event around, during the pandemic. He also mentioned that people from India are very excited to visit Dubai during EXPO.

Mr. Scott Johnson, Vice President of International Development, Soler Cool Technologies from the US, who took part in this virtual presentation was pleased that the EXPO 2020 Dubai will be welcoming people above 60 years, free of cost, along with children under 17 years and the fact that students will be provided 50% off.

Mr. Manu Seth, Chief Executive, Speaking Mindz Inc, from India is grateful to CEO Clubs Network for arranging this detailed and informative session from the Expo officials itself. Discussing about the future technology in Dubai, he asked “When people are talking about alternate sources of fuel, is there a landmark that UAE is going to be showcasing around fuel as an option?”

Mr Sameer Iqbal Litigation Executive, Law Doctor from the United Kingdom is very interested in coming to EXPO 2020 Dubai. He will be coming numerous times to the EXPO 2020 and is very glad about the CEO Clubs Member offer.



Mr. Khalid Sharaf
Director of EXPO Business Program

Mr. Hamad Hisham AlShirawi, Senior Manager Expo Business Programme explained that sustainability is the core at EXPO 2020, in every aspect. Sustainability pavilion of EXPO 2020 is not just Instagram worthy, but its going to be off-the-grid. It is the golden jubilee of UAE. So, the country is turning 50 and welcoming the world at this largest event. It is going to be an exciting time to reconvene.

Mr. Syed Zulfiqar Ali is bringing a lot of delegation from Canada. He wanted to know if an EXPO ticket is necessary to attend CEO Clubs events like Gala Dinner, or Burj CEO Awards. He was answered that, “Dubai exhibition centre where the events will take place is behind the ticketing line. So, no need for ticket.

[Click here to watch Highlights >>](#)





Gloria Belendez Ramirez
Happiness Ambassador Founder & Owner
Villas at Xichu Happiness Holistic
Center

Watch Video



Mohammed Shabeer
Regional Business Partner - UAE
excelledia

Watch Video



Shaheen Akbari
Executive Director
Century Financial

Watch Video



Senthil Kumar
CEO
Standard Pure Gold Trading LLC

Watch Video



CEO Clubs Leads Generation Service (LGS)

CEO Clubs Network is dedicated to providing timely and quality services to its corporate clients and government entities. With our rich experiences and resources, we have helped our members and clients achieve their respective goals for more than 15 years. Attracting new members to our network and assisting them to expand will continue to add great values to our community. However, the LGS, the Leads Generation Service that will accelerate business transactions between our members and clients. It will also generate a good revenue for CEO Clubs Network.



LGS can be more effective because it concentrates targeted clients, sets up C-level meeting, time saving and a CEO Clubs recommendation. LGS is indeed facilitating trading of goods and services more efficiently, and bringing a bigger impact to CEO Clubs Community locally and internationally.

Leads Generation	Business Pro	Business	Basic
B2B meeting	30 / Year	20 / Year	10 / Year
Meeting type	Online/Offline	Online/Offline	Online/Offline
Number of Meetings with P.M. of CEO Clubs Network	12	12	6
Payment	Yearly	Yearly	Yearly
Project Manager from CEO Clubs	✓	✓	✓
Successful fee	Agreed percentage	Agreed percentage	Agreed percentage
C-level meeting	✓	✓	✓

What else you should know?

- * CEO Clubs team will assess each potential client for eligibility before contract signing
- * B2B meeting set up has no boundaries, can be from almost any country and any industry worldwide
- * Your CEO or senior executive will conduct the meeting
- * You will send our Project Manager all materials required to arrange the meetings
- * We will discuss and finalize potential clients jointly
- * You will assign PA/Project Manager from your company to work with our Project Manager
- * You will need to sign a yearly contract with us



هيئة الشارقة
للاستثمار والتطوير
SHARJAH INVESTMENT AND
DEVELOPMENT AUTHORITY

H.E. Marwan bin Jassim Al Sarkal
Executive Chairman
Sharjah Investment and Development Authority
(Shurooq)



Transforming Sharjah Economics

H.E. 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.

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.

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.

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 worldclass 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.

Leadership in Emiratisation and Gender Inclusivity



During his tenure as CEO of Shurooq, HE Marwan Al Sarkal emerged as one of Sharjah's most prominent leaders, drivers and game-changers for the emirate's economic and investment growth.

An exceptional leader and an excellent motivator, HE Marwan bin Jassim Al Sarkal has been instrumental in creating a friendly work environment for Shurooq's youth and female workforce, which has enabled them to create, innovate and openly express their ideas.

He is committed to supporting a new generation of promising, young local talents and has instituted a dedicated management development programme at Shurooq to bolster the potential and boost the capabilities of Emirati and female staff by providing them with career-based training to increase and expand employee development.

Guided by Al Sarkal's strategic vision, Shurooq appointed Emirati nationals in key management positions in each of its destinations. As a result, talented UAE nationals, including women, occupy 40% of the key management positions at Shurooq.

Steering Sharjah's growth ambitions



A driver of change

Following nine years of exemplary leadership excellence, and an effective driver of change across Shurooq and Sharjah, HH Sheikh Dr. Sultan Bin Muhammad Al Qasimi, the Ruler of Sharjah, issued the Emiri Decree No. 30 of 2018 promoting Al Sarkal to Executive Chairman of Shurooq, on May 20, 2018.



A leader to success

Today, Al Sarkal continues to be a key figure in Sharjah's growth ambitions, as he continues the journey to lead, grow and diversify Shurooq's achievements, projects and initiatives, as well as lead the development of major projects and joint ventures across a spectrum of sectors in Sharjah.

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Shareholders laud Etihad Credit Insurance contributions to UAE's economic recovery and sustainability



Etihad Credit Insurance (ECI), the UAE's Federal export credit company, has held its Annual General Meeting of Shareholders to review its performance and financial statements in 2020, as well as discuss its strategic plans and future projects.

The meeting was chaired by Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade and Deputy Chairman of ECI Board of Directors.

During the meeting, the shareholders commended the management of ECI for developing and implementing strategies in line with the national non-oil diversification agenda, which made significant contributions to UAE's economic recovery and sustainability. The shareholders also lauded the organisation's business performance, despite current global economic conditions, and its tireless efforts to boost the growth of the country's exporters and re-exporters and ease their access to global markets.

Source: <https://www.wam.ae/>



"Despite the severe economic challenges caused by the COVID-19 pandemic, ECI continues to support UAE trade and export protected businesses' cash flows," said Al Zeyoudi. "The company's solutions also eased SMEs access to trade finance, accelerating economic recovery during the pandemic period. These measures provided access to new markets for the UAE's exporters and re-exporters and helped stabilise the UAE economy, creating new opportunities for investments and project financing, thereby adding value to the UAE's non-oil GDP, employment, and SME sector development."

Representatives of ECI's shareholders have also set the agenda for future initiatives that will contribute to accelerating the country's economic diversification through innovative trade credit, trade financing and project financing solutions.

The CEO crown versus the whole system approach

Six rituals that separate Traditional and Holistic Management

You are the CEO. You're expected to be visionary, think big, give direction, engage, focus, follow up, inspire, and give your people responsibility and freedom. Then before long, you're told, "You give too much freedom. Try to control people and performance more, but don't over command." Or maybe even, "You are too ambitious. We don't have a budget for that. Set more realistic goals, but still high enough to stretch people. Be a role model!"

Receiving all these contradictory messages and recommendations throughout your career as a CEO is liable to make your head spin.

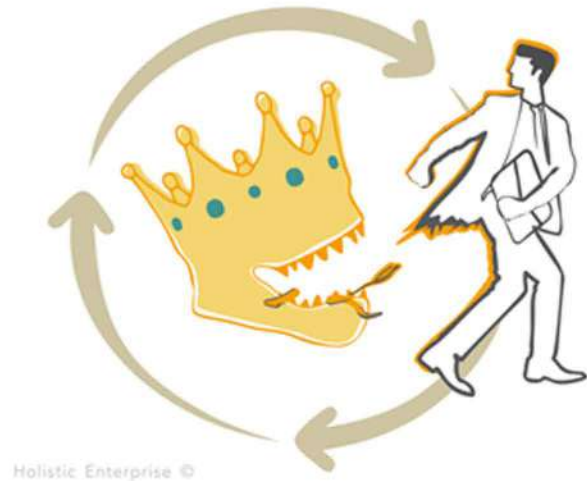
The CEO perspective

Having closely observed the daily work, thinking and decision making of CEOs and business founders for more than ten years, I believe that we must stop the illusion that one person – the CEO – can cope alone. It's too much to expect them to deal with all these contradictory situation-based needs, while at the same time trying to fit the "golden leadership" model.

The CEOs' and business founders' perspective is usually something more like this: "Who asked me how I feel in this role?", "What are my need to help me thrive in this enterprise?", "How long can I be squeezed from the top and the bottom?", "I don't sleep well. I feel pressured to deliver unrealistic results fast, and most importantly, I am afraid to disappoint people."

There is a vicious cycle that I have been observing for years. Every time the board hires a new CEO, he or she often brings in some kind of change management program like Lean, Agile or digital transformation, hoping to shift the paradigm of the system and the results it brings.

A VICIOUS CYCLE
of traditional management



But how much can one person do? A big force applied to a small surface often breaks it. A bad system will always destroy even the most talented.

The burden of the CEO crown

We see CEOs or business founders as God-like figures who have been given a crown by the board. On one hand, maybe this is right, since these people have taken on the responsibilities that others don't dare to think about. But this crown comes with a heavy burden.

Most business founders who are CEOs can't just leave their job when they are drained of energy. Often founders lose faith in themselves as their company grows, leading them to hire a professional board of directors to provide advice. But still, it is they that must take the responsibility when the bank shows concern about the company's performance based on poor decisions.

On the other hand, CEOs and business founders are human beings just like the rest of us; they need to be connected, grounded, accepted, and meaningful. CEOs are torn between contradictory demands. They may want to isolate themselves and at the same time be available for all.

The CEO crown versus the whole system approach

Or they make seek to have full control of the business as a whole and at the same time trust the system and the employees to foresee the risks and make wise decisions.

Eliminating the one-man show

I used to constantly ask myself what kind of system the board members and C-level executives can co-create to eliminate this one man-show. Is it even possible? If yes, in what context and how?

The answer is a principled-based solution that transforms traditional management rituals into holistic management rituals, and in doing so, enables the board and C-level executives to move from 'one man in a crown' to a 'whole system' approach.

There are several prerequisites for this solution:

- The founder of the company is present on the board.
- The board members and C-level executives start practicing new rituals.
- The founder doesn't ask the board members "would you like to practice new rituals?", he or she insists upon it.

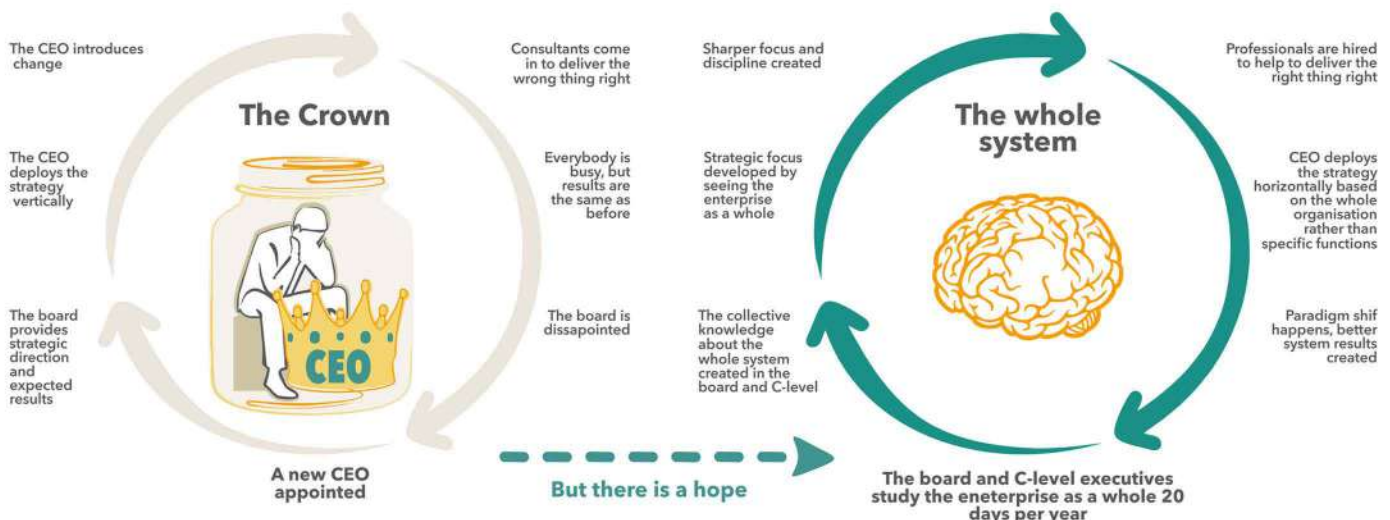
The path to holistic management

In traditional management a new CEO steps in and the board provides the strategic direction, but usually with limited resources. The CEO does their best to translate the strategy into the organizational context and cascade it across functions through different goals and targets.

To accelerate the execution, consultants are often hired. Although they do the job they were hired to do right, the job they were given was wrong for the organization. A year or two goes by, the results haven't changed. The board is disappointed, fires the CEO and hires a new one. This is where the vicious cycle begins. When business performance fails, the board blames the CEO for their inability to deliver, but success or failure cannot be the responsibility of just one man.

While it is much easier to control a company that is divided into functional areas, it's like trying to fix a car without knowing what any of the parts do, or how they work together to make the vehicle run. It takes courage and consistency to understand how a company behaves beyond its functions, with its customers, suppliers, and how it creates value as inter-dependent parts.

BREAK THE VICIOUS CYCLE Choose the whole systems approach versus the Crown



The CEO crown versus the whole system approach

Rituals for success

There are six business rituals that the board and C-level executives must change to break the vicious cycle and stop relying on one man.



From Traditional Management rituals

The board decides the strategic directions of the company by sitting in the office, relying on reports, and inside-out thinking.

Strategic planning happens without an understanding of the customer perspective, pushing the CEO to do the wrong thing right.

Many strategic objective are issued for the CEO to execute, with few resources.

Strategy is cascaded through targets and measures into functions, ignoring the inter-dependencies.

Many change initiatives start with no responsible teams assigned to them; no time blocked in teams' calendars to execute them and consequently little is achieved.

Results are the same as those delivered before, no change in paradigm is achieved.



To Holistic Management rituals

The board and C-level spend 20 days per year (5 days every quarter) studying the enterprise end-to-end with its customers, suppliers, and people, outside the office.

Strategic plan is created from the customer value perspective and based on the company operating as an end-to-end system. The CEO is asked to execute the right thing.

One key strategic focus selected that has the biggest impact on the whole enterprise.

Daily end-to-end business discipline created with customers, functions, and suppliers.

Core strategic initiatives starts with clear human and monetary resources. As well as 3-4 hours available time in the teams' calendars to execute it to the last detail.

Paradigm change happens after 4 quarters. Better results achieved through focus and discipline.

The CEO crown versus the whole system approach

Bold leadership, big rewards

For the vicious cycle to be broken, it is the founder that must take the lead. Left to the board, the CEO will continue to receive one way instruction and mixed messaging that perpetuate those traditional and failing management systems. As the founder of the enterprise, you must be bold. You've put everything into your enterprise why not take that next step?

Creating a new holistic business excellence model will not only ensure that your highly expensive board of directors deepen their understanding of the enterprise as an end-to-end system, it will also increase the value of the company itself. As the founder, you have the right to expect your enterprise to deliver value and reward after you are gone, and managing the system holistically, rather than relying on the CEO, will achieve this.



Laura Gerrits-Gedvile
CEO, The Holistic Enterprise



The Holistic Enterprise is a new management philosophy enabling organisations to adapt to a changing world by deleting the functional boundaries and involving both the customers and suppliers to work on the ecosystem end-to-end. Since 2010 we have led and worked hands-on with Scandinavian, Northern European and Middle East CEOs and business owners in more than 37 different industries transforming the silo-based performance to the holistic enterprises.



Holistic Enterprise©masters
these management methods

DIFX - An Insured Cross-Asset Trading Platform for all your Investment Needs



Digital Financial Exchange (DIFX), is an exciting new platform that is being launched, which allows users to easily buy, sell, and trade a wide range of assets. DIFX is a centralized exchange (CEX) and a fully insured cross-asset trading platform that provides major trading verticals in a unified and packaged offering. The platform allows traders to invest in and trade 500 different instruments across multiple asset classes.

DIFX will make trading assets easier for millions of users around the globe by allowing them to manage virtually any type of investment with just one account and one user interface. Users will be able to buy, sell, or trade traditional stocks from global companies, foreign currencies, indices, options, stock CFDs, and cryptocurrency assets – including the DIFX token – with just a few clicks. This exchange will be even more powerful because users will be able to trade across asset classes. This means that if users believe their Bitcoin has reached a high point and would prefer to own stocks in a company, they can liquidate Bitcoin holdings and purchase the company stock. There are also hundreds of crypto pairs with which users can trade directly back and forth, providing them with limitless opportunities to tailor investments to their specific strategy at visit www.difx.io

DIFX Launch - DIFX will go live on Monday, August 9th, 2021, integrating with MetaTrader 5 (MT5), Impact CRM, and SumSub to provide the best user experience for trading. For more information, please visit <https://member.difx.pro>. **CEO Club members will receive 100 complimentary DIFX tokens to begin trading with.**

“If you are an investor or trader and seeking an incredible return, reduced trading fees, and high percentage on staking returns – then DIFX exchange is for you.” **Mr. Jeetu Kataria – Co-Founder & CEO**

Investing and Trading - If you are an investor with a small amount of money to invest, you should diversify to reduce risk and maximize potential gains. To do this, users will generally need the following accounts:

- **Stock Exchange**

There are dozens of options for stock exchanges, each with different requirements and purchasing options.

- **Cryptocurrency Exchange**

You'll need a crypto exchange that has the crypto assets you're looking for and is reliable and secure.

- **Forex Exchange**

Finding a good foreign currency exchange is essential if you want to invest in the forex market.

DIFX - An Insured Cross-Asset Trading Platform for all your Investment Needs

• Commodity Exchange

Buying commodities can be very lucrative if you are interested in this massive market. You'll also need a separate exchange for this.

• Other Exchanges

If you want to buy and sell any other types of assets, the chances are you will need a separate exchange for those as well.

Needless to say, managing investments on your own has become quite complicated. Even just keeping track of all your account information is a challenging task, and if you make a mistake it puts your assets at risk. Sure, you could hire an investment broker to handle it for you, but they often have high minimum investments and will charge a big fee for their services.

The better solution is to have a single platform from which users can buy, sell, and trade almost any asset in any market they can think of. This platform is very user friendly for users to manage their portfolio easily.



Powered by the DIFX Token - The DIFX exchange accepts cross-asset trades because it uses the DIFX token as its preferred medium of exchange. When users want to sell their stock investment, they can convert it into the DIFX token, which can then be used to purchase a crypto asset. Few added benefits includes -

- **Discounts of Up to 50% on All Exchange Fees**
- **Ability to Leverage Up to 15x on All Trades**
- **Potential Increase in the Value as an Exchange Token**
- **Staking Opportunities to Earn Additional DIFX**
- **Future Benefits As Development Advances**

Enter the Future of Investment Management

If you want to start using this one exchange for all your assets as soon as it is launched, or you want to start holding the DIFX token prior to the exchange launch, now is the time to act. Visit DIFX.io to learn more and start bringing all your investments together right away.

About DIFX

DIFX is the first comprehensive ecosystem to offer major trading verticals in a single unified and packaged offering. We provide a secure and hybrid working paradigm for a centralized and decentralized exchange with atomic swaps.

Aarna Capital Limited, a member of DGCX, becomes the first ADGM company to be recognized as a General Clearing Member of DGCX in Abu Dhabi



Following an approval from the Securities and Commodities Authority (SCA), Abu Dhabi-based multi-asset regulated brokerage firm, **Aarna Capital Limited (“Aarna”)**, has become a **General Clearing Member of the Dubai Gold and Commodities Exchange (DGCX)**, the largest and most diversified derivatives exchange in the Middle East.

As a General Clearing Member, Aarna is able to provide all its customers with trade execution and clearing services for those products offered by the DGCX, as well as providing clearing services to other DGCX trading members. Aarna also becomes the first Abu Dhabi Global Market (ADGM) company to be a General Clearing Member.

Les Male, CEO of DGCX, said: “This move comes at an important time for DGCX, as we continue to expand access to our services across the region. With this milestone, Aarna Capital’s customers will now have direct access to our products and services – which forms part of our wider effort to expand our presence across the UAE and the wider region.



We are proud of this milestone for DGCX and Aarna and look forward to offering more market participants with access to our wide range of products on a robust, fully regulated and secure platform.”

Dima Nedvetsky, Senior Executive Officer, Aarna: “We are extremely proud to be the first general clearing broker of Dubai Gold and Commodities Exchange (DGCX) at Abu Dhabi Global Markets (ADGM) offering services to customers from ADGM. Aarna is looking to add its extensive global markets expertise to complement DGCX efforts in developing new and exciting new services. The solution allows us to enhance the product offering to our clients, strengthen Aarna’s position on the market and underline our commitment to the development of financial markets in UAE.”

Source: www.dgcx.ae/

ProMedica Implements Assistive Technology to Help Alleviate Communication Barriers for Patients

ProMedica's Interpreter and Language Access Services office is pleased to announce the availability of new devices that enable patients who are deaf or hard of hearing to communicate easily and effectively with staff.

Each device consists of two keyboards with screens that enable deaf and hard-of-hearing patients to interact with hearing individuals using real-time text to facilitate face-to-face, barrier-free, simultaneous communication.

“It is important to note that the devices do not replace the need for a professional sign language interpreter,” said Nancy Hegedus, manager of ProMedica interpreter and language access services. “However, interpreters are not always available and cannot always be present. We want our patients to have the best tools possible to improve their health and well-being and remove any barriers of accessibility.”



“The devices are also of great assistance with COVID-19 patients who are on ventilators and not able to communicate verbally. Doctors and nurses are able to utilize the devices to facilitate real-time conversations with their patients instead of using dry erase boards,” said Hegedus.

The devices do not require Wi-Fi or internet connection and work on their own secure system. Designed with a low frequency, wireless signal, the devices will not affect other medical devices in use within the facility. The devices meets all Americans with Disabilities Act (ADA) compliance requirements and provide non-stop, one-on-one communication between deaf and hearing people.

ProMedica is the only health system in northwest Ohio that has implemented these devices, which are currently at the following ProMedica hospitals: Toledo, Flower, Coldwater Regional, Monroe Regional, Charles and Virginia Hickman, Defiance Regional, Memorial and Fostoria Community. The ProMedica Toledo Hospital Audiology department and the Interpreter and Language Access Services office also have the devices, and there are plans to make them available at more ProMedica locations.

Source: <https://www.promedica.org/>



Additionally, the devices assist patients who have other medical issues preventing them from being able to communicate verbally. “For example, a patient with a facial injury, a sports injury, or stroke, may be unable to speak. While they may not be deaf, they still need a way to communicate effectively,” said Hegedus.

Relive the magic of summer with endless discounts and perks at all of Shurooq's family destinations

Sharjah Investment and Development Authority (Shurooq) is making summer in the UAE irresistible this year with a bucket list of family activities including hands-on play-based learning and exploration, and fabulous discounts and special offers across nine of its world-class leisure and hospitality destinations in Sharjah.

Shurooq is also giving its guests a golden opportunity to win a luxury BMW SUV and many cash prizes under their newly launched 'Spend, Scan & Win' promotion.

Discussing the 2021 line-up of summer promotions, **Ahmad Obaid Al Qaseer, COO of Shurooq, said:** “, Try out the new experiences this summer and bond with family and friends. In line with our commitment to deliver quality leisure experiences for all families in the UAE as well as to tourists visiting Sharjah, Shurooq has curated special experiences and offers for families and children to enable them to enjoy themselves in safe environments and create a meaningful summer with weeks of fun-filled entertainment and learning. We are also giving every guest exciting chances to win big prizes.”

Spend, Scan & Win!

Spend just a minimum of AED 50 at select Shurooq destinations and win big cash prizes to make your summer more memorable. Avail of services at Al Majaz Waterfront, Al Montazah Parks, Al Noor Island, Al Qasba, City Sightseeing Sharjah, Heart of Sharjah, Khorfakkan Beach, Mleiha, Sharjah Boats Tour, and The Flag Island until August 28 to be eligible for the promotion.

Participation is easy. Scan the QR code on your invoice and upload it on discovershurooq.ae. Alternatively, drop the stamped voucher in Shurooq destinations restaurant and café raffle boxes, where available. Each AED 50 guarantees one entry to the raffle.



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AED 3,000; AED 5,000; and AED 10,000 will be awarded to three winners each in the draws on July 31 and August 28. The Grand Prize winner will take home a black BMW X2, 2022 model on August 28.

Endless summer fun at Shurooq destinations

From specially designed outdoor play, life skill activities, and exploratory learning to wholesome entertainment for the entire family, Shurooq has crafted a well-designed calendar of events to look forward to in July and August.



Making memories last at Mleiha Archaeological Centre

Embark on a journey back through time and venture deep into the heart of a spectacular historical site with fabulous discounts on Dune Buggy Tours and Horse-Riding Tours until August 31st.

Relive the magic of summer with endless discounts and perks at all of Shurooq's family destinations

Explore the scenic desert landscape of Mleiha with half-priced Dune Buggy tours for 1- and 2-hour duration, or trot into the outback with a 30% discount on Horse Riding Tours that includes a stop at the stables. Training sessions starting from AED 84 will be a good opportunity for amateurs to learn the art of horse riding. And for the experienced, to simply brush up on riding skills.



Ultimate family day out at Al Noor Island

At the serene Al Noor Island, explore the natural world and discover more than 20 exotic butterfly species at the temperature and humidity-controlled Butterfly House. Enjoy free entry with the purchase of a self-guided tour or a Noor Café ticket, starting from only AED 35 until August 31st.

Or book two Junior Butterfly Keeper Family Packages and get 1 free to enjoy a guided tour at the Butterfly House with an educator, and a 1-hour training experience on butterfly rearing and raising.

At this magical getaway, visitors can also pre-book 2 Sky Watcher tickets and get 1 adult or child ticket free for a fascinating stargazing experience.

Ladies can book 'Yoga at Sunrise' for AED 65 and enjoy a breakfast from Noor Café and a free entry to the Butterfly House.



Learning is fun at Maraya Art Centre Summer Camp

Young ones from 7 to 12 years can partake in a range of hands-on activities from July 11-14 including 'Faces Creation' with Artist Nujoom Alghanem, 3D Collage, bracelet-making, 'Play with Slime', 'Beads Butterfly', card-making, and shadow puppetry. Each 90-minute workshop costs AED 40 or you can sign up for all activities for AED 300. On July 14, the venue shifts to "1971 – Design Space" for a shadow theatre workshop within the ongoing exhibition "We are the imprints" by designer Jawaher AlKhayyal. To register, call +971 6 556 6555 or email rsvp@maraya.ae

Get creative with DIY "Gayeth Kits" from Heart of Sharjah

Expand your creative horizons with 10 activities within the "Gayeth Kit" containing project ideas that include face painting, playdough coral printing, rag doll making, Henna art, tie-dying, and many more. The kits contain fully illustrated instructions and instructional videos.

To order your Gayeth Kit, please message the official page of Heart of Sharjah on Instagram - [@heartofshj](https://www.instagram.com/heartofshj)

Relive the magic of summer with endless discounts and perks at all of Shurooq's family destinations

Healthy, active, and creative summer vibes at Khorfakkan Beach

From July 15 to August 14 boost your immunity as you learn how to whip up delicious and refreshing summer drinks loaded with fruits, veggies, and other healthy ingredients.

Or explore new creative territory through workshops in jewellery-making, painting, shell art, music sessions, storytelling, and indulge in a range of outdoor games such as sandcastle making, beach treasure hunt, beach ball race and much more, from 5:00 p.m. – 8:00 p.m., on Thursdays, Fridays, and Saturdays. Don't forget your sunscreen and sunglasses!



Discover Sharjah via boat or bus

Explore the scenic charms of the emirate by availing a series of special promotions including bundle offers for both City Sightseeing Sharjah Buses and Sharjah Boat Tours. The offers include a "buy 2 adult 1-day pass ticket and get 1-day ticket for free", and "get 2 1-day pass adult tickets and get 1 for free". Terms and conditions are applicable.



Also, a full-day City Sightseeing tour with a relaxing 15-minute boat tour costs just AED 80 for adults and AED 40 for kids. Along with a combo offer that includes Al Noor Island and Butterfly House entry, City Sightseeing Sharjah 1-day pass, and a 15 minute tour on Sharjah boats for just AED 120 for adults and AED 70 for kids; or hop on for a tour to Khorfakkan for AED 110 per adult and AED 90 per child.

'Fun-n-learn' with robotics in Al Qasba

In partnership with Fun Robotics and Life Pharmacy, Al Qasba will host a summer camp from 11 July - 5 August (excluding weekends and Eid Al Adha holidays) to engage children aged 6 to 17 in an interactive learning experience and walking away with goody bags filled with hand sanitizers and various health equipment.

Trained professionals will guide the children in eight different themes - Robotics – WeDo 2.0; I Read I Design (Novel Engineering); Coding for Kids; Simple Machines; Robotics – SPIKE Prime; Coding Club – Microbit; Artificial Intelligence; and Drones.

Held in adherence to COVID-19 protocols of the UAE, each child will receive a certificate on completing the chosen programme.

Relive the magic of summer with endless discounts and perks at all of Shurooq's family destinations

To register or know more, log on to <https://discovershurooq.ae/>, <https://www.fun-robotics.com/>, or visit the Al Qasba information desks at Multaqa, Kids Area Block C, and Kids fun House Block F.



The spirit of Hawai at Al Majaz Waterfront

A Hawaiian-themed décor will welcome children of all ages to Splash Park until 21 August for a world of excitement with water toys such as water guns, water balloons and water cannons, water slides, and other attractions.

Get ready for wholesome fun from 5:00 pm – 10:00 pm with a live DJ, Hawaiian giveaways, social media competitions, trolleys selling juices and ice-cream, and much more.



Time for fun at Al Montazah Parks

From weekday activities such as volleyball, darts, kids' basketball, foam activities, and live DJ and weekend dance shows and parades themed 'Roses', 'Mermaids', 'Paradise Birds', and 'Sailors', to ladies only Tuesdays and thrilling new slides and kayaks, Al Montazah Parks promises a world of fun until end of August for families.

Al Montazah Parks includes two state-of-the-art attractions, 'Pearls Kingdom', the water park inspired by the myth of Princess Pearl; and the amusement park 'Island of Legends', inspired by a story based on a time-travel journey through nine countries, based on a collection of legends and myths.



Source: <https://shurooq.gov.ae/>

Social Media Trends 2021

Social media is a prominent part of our lives. It is a huge and convenient platform to gather information, buy/sell products, promote talent or business. Sharing personal and professional lives on social media platforms is common. Posting pics & videos and doing check-ins of the places visited are all shared to give a glimpse of what is happening in one's life. There are many social media platforms like Facebook, Instagram, Pinterest, Youtube, Snapchat, Clubhouse, etc. to entertain with all kind of subtle and appropriate content. These platforms launches regularly new updates and features to be on the top of the market. They aim to provide all kind of features on one platform to maintain the loyalty of their users.

Connecting with the target audience increases brand awareness and sales of the brand and also the popularity. The popularity of any brand on social media depends on its number of followers and its content. the content has to be engaging to attract more and more customers.

Social Media Trends Marketers Should Watch in 2021

Digital media is evolving and becoming a dominant method to promote business. It has increased the reach for any brand to its customers globally. Customer can enquire and purchase the product by just connecting on social media. Social media trends are emerging insanely. They have become the most sought medium for any brand or customer to fulfil their needs.

1. Custom Content & Tactics

Latest algorithms and artificial intelligence help users see only relevant posts. The post is based on the pages searched and visited on any online platform. Planning the content and editing it according to the requirements is the only way to reach the target audience.



Proper research in making insightful content that interests users and makes them like and shares the posts. Content can be customised easily with many online marketing tools.

2. Video Content

Creating catchy videos to promote a brand is trending. Customised videos that showcase brand value, their vision, product information is all that required. The video should be self-explanatory with all the images, audio & visual data. Short videos, live streaming, etc. are the ways to display the content and engage more with the viewers.

3. Customer Service

For any business to grow, they should take customer feedback regularly and seriously. The brand should try to resolve its queries as soon as possible. Customers like to have a direct and easy reach to the brand for quick and real-time help. It is appreciated if the customer service is accessible and addresses the issue immediately. It garners positive reviews for resolving it hassle-free.

4. Demand for Influencers

With every year demand for social media influencer is only increasing. It will be the same in 2021.

Social Media Trends 2021

An influencer can boost the sale of any product. Many influencers have many loyal followers on Youtube channels, Instagram page. Their strong presence helps in advertising any product and procures a great response. The influencer also must check the credibility of the product before advertising it break the trust of their followers and bring adverse effect.

Progression in Social Media Marketing

During the pandemic, the use of social media has increased comparatively. Social media is the only way to connect with people, to be informed about the latest news, new products, general awareness, to grow business, to earn money, etc. The stronger the impact means the boost in the sales of the brand. Social media helps in more exposure and approaching the target audience. Social media agency plans the marketing strategy as per the client's needs. They understand their business goals then create content for social media campaigns. The campaigns are organic and elevate the brand status. The team is skilled to run any kind of social media initiatives and making people talk about it. Customers are made curious by posting pics, videos, live streaming, contests, the launch of new products, sale announcements. Their curiosity makes them visit web page again and again. Social Media in 2021 will make customers interests more towards by increasing their involvement. The aim is to hook them more with the right kind of content and attitude.



About Digital Media Sapiens



Digital Media agency headquartered in San Antonio, Texas with a branch office in Dubai, UAE. Our company provides leading edge digital marketing techniques and social media strategies including website design and development, search engine marketing (SEM), search engine optimization (SEO), online reputation management (ORM) and mobile apps for iPhone, iPad, and Android devices.

We also conduct social media and digital marketing trainings, workshops and speaking engagements.

Source: www.digitalmediasapiens.com



CARS24 chooses White Water PR for Burj Khalifa campaign

CARS24, one of the world's fastest-growing e-commerce platforms for pre-owned cars selected **White Water PR** for rolling out its prestigious Burj Khalifa campaign. CARS24 embarked upon this digital campaign by unveiling its brand story on Burj Khalifa, the world's tallest tower. The company aims to make a paradigm shift in the UAE by taking a consumer's car buying experience completely online.

White Water PR is delighted to have worked on this prestigious campaign and would like to provide all the necessary support for other brands to take their visibility to a higher level. White Water PR has consulted more than 165 brands for clients in varied vertical industries, including finance, cryptocurrencies, technology, consumer, healthcare, real estate, lifestyle, automobile, theme-parks, artificial intelligence, logistics, blockchain, consumer goods, fashion, and corporate social responsibility campaigns.

The agency has worked across a wide spectrum of industries for the past 13 years and has launched start-ups to 38 billion dollar companies during this time. The firm has supported entrepreneurs, consulted energy efficiency companies, technology brands, law firms, hotels, restaurants, investment banks, real estate entities, themeparks, B2B trade shows, healthcare providers, Hollywood celebrities, and more.

The company was also chosen by Johny Dar, for his global 'Jeans for Refugees' project, a unique global fundraising initiative dedicated to helping refugees across the world. The celebrities in the project included Joaquin Rafael Phoenix, Kate Moss, Emma Watson, Sir Elton John, and Victoria Beckham among several others.

<https://whitewaterpr.com/>



CARS24 brand story activation on Burj Khalifa

"This pandemic has challenged us during the past few months, and it is important to futureproof the businesses 'now' so that they are ready to take on 2022. One of the ways to mitigate the risks posed by the pandemic is by infusing powerful and customized ideas within your strategy that adds value to your target audience," concluded Prem Ramachandran, Founder & CEO, White Water Public Relations.



Prem Ramachandran
Founder & CEO, White Water Public Relations

DIFX Co-Founder And CEO Jeetu Kataria Is Aiming To Establish A New Financial Order With Digital Currencies

With more than a decade of experience working in financial markets, investment banking, and corporate finance, lifelong multi-asset trader and venture capitalist Jeetu Kataria remembers feeling "overwhelmed with the implausibility of trading on different platforms for different assets," and finding it "extremely inconvenient to continue switching between digital and traditional assets, such as commodities, forex, stocks, and indices after investing in digital assets." This frustration is what led Kataria to launch **Digital Financial Exchange (DIFX)**, a cross-asset trading platform where users can trade virtually anything from gold, to stocks, to bitcoin. "We created DIFX to provide convenience for traders to trade on a variety of assets on a single platform," Kataria says. "In addition, we created our own DIFX token, an ERC20 token built on the ethereum blockchain that provides additional leverage of up to 15 times the total token value. Yes, it was a challenge, but with the right technology and resources, as well as a capable, determined, and enthusiastic team who believed in my vision, we were able to overcome it."

According to Kataria, DIFX is today completely altering the trading landscape, with many investors expressing interest in its DIFX token. "Users can trade almost any asset class, from coffee beans, to cryptocurrencies, to stocks," explains Kataria, who, besides co-founding DIFX, is also its CEO. "Furthermore, in the last week of July, we will launch the MT5 platform on the DIFX ecosystem, allowing all traders to trade over 500 assets in cryptocurrencies, commodities, forex, options, and stock CFDs. In addition, by the end of August 2021, our Crypto Spot Exchange will be operational for our users." Such accomplishments are an indication as to why DIFX was presented with the "Best New Trading Platform Award" at the **E-Business Awards 2021 staged by Entrepreneur Middle East** in March earlier this year.



Jeetu Kataria
Co-founder and CEO
Digital Financial Exchange (DIFX).

The speed at which Kataria has grown and developed DIFX also offers a glimpse into his particular psyche as an entrepreneur. According to him, risk-taking is an essential trait of any entrepreneur, while any required experience will be gained along the way if one is willing to learn, continuously and consistently- especially in a country like the UAE. "With the UAE's vision of being number one in technology, I emphasized the importance of aligning DIFX technology's aspirations with the country's vision, by following the footsteps of the leaders and having multiple bases in countries including Singapore, Cayman Islands and Labuan for growth," he adds. "There are no excuses for not having the knowledge you require today, given the abundance of resources available. Those who are willing to go the extra mile and get knee-deep in the situation at hand will come out on top."

Similarly, he handled the impact of the COVID-19 crisis on his business by focusing on being flexible. "Professionally, it does put things into perspective, in order to evaluate what is absolutely necessary at the time," he explains. "I believe that entrepreneurs must make the best of what they have in these difficult times, while also considering the health and welfare of their employees."

DIFX Co-Founder And CEO Jeetu Kataria Is Aiming To Establish A New Financial Order With Digital Currencies



In good or bad times, Kataria continues, leadership entails having faith in others. "The best leaders, in my opinion, are passionate about developing the next generation of leaders around them, constantly working to improve their emotional intelligence, and understanding that a strong team culture is critical to achieving the project's goals," he explains. "With the current COVID-19 situation and travel ban, the majority of my employees work remotely. I have always asserted the fact that knowing the strengths and weaknesses of every individual to effectively manage the outcome of a team is imperative for success. On the other hand, I have also built an adaptable work culture, where I don't believe in a 9:00am to 6:00pm shift. Rather, I encourage my co-workers to be as flexible as possible, which brings the best out of them."

The future looks bright for Kataria and his team at DIFX, as they are already busy with building a hybrid cross-asset exchange with more than 2,000 cross pairs between cryptocurrencies, commodities, forex, stocks, and indices between centralized and decentralized exchanges with atomic swaps by the end of 2022. "We plan to use blockchain technology to make remittance services more accessible and to provide value to our customers through wise digital asset use," Kataria concludes. "Our services are designed to shorten settlement times and increase efficiency, while exchanging immutable ledger records. Our long-term goal is to establish a new financial order in which digital currency is used to settle transactions directly."

'TREP TALK: DIFX co-founder and CEO Jeetu Kataria's tips for entrepreneurs

1. Focus on relationships "The COVID-19 crisis put distance between people and socializing with clients, which, in turn, allowed us to build as well as sustain virtual relationships, facilitate trust, and improve engagement and rapport. Find ways to mix up your routines to avoid getting stuck in a rut and to keep yourself energized."

2. Keep the customer on top of mind (always) "Focus on the important aspects, such as enhancing product quality, performance, and security, because it builds a sense of unwavering customer loyalty that generates increased leads."

3. Invest in your employees "Understanding that an engaged employee helps you establish a better relationship with your customers is key to ensuring better representation of the company. Ensure that the company promotes their growth, and values their opinion. Additionally, employees should be moved around to different departments more frequently, in order to avoid complacency, and, as a result, inefficiencies."

4. Do not discount on your digital efforts "Making the most of social media ads in the sponsored sections, as well as search engine optimization (SEO), will take you a long way. Keep your audiences hooked with progress and updates."

5. Evolution is the result of adaptation "Change encourages innovation, develops skills, develops staff, and leads to better business opportunities. as well as improved staff morale. Accepting change will not only help evolve, but also revolutionize your business."

Source: <https://www.entrepreneur.com/>

What causes puffy eyes and dark circles?

Understanding the causes and lifestyle changes required to tackle dark circles and puffy eyes is an important step on your journey to meeting your body's needs. Some of these key contributors include:

Fatigue

Too much sleep (oversleeping) or too little sleep (extreme fatigue) is one of the main causes for dark circles under your eyes. The lack of healthy sleeping patterns causes your skin to become dull and pale, which in turn allows for dark tissues and blood vessels beneath your skin to show.

Lack of sleep can also cause fluid to build up under your eyelids and make them appear puffy.

Age

As you get older, your skin also becomes thinner. You naturally lose the fat and collagen needed to hold your skin's elasticity, which again causes the dark tissues and blood vessels to become more visible.



Eye Strain

Straining at a television or computer screen for example, places significant strain on your eyes. While some of us can not avoid spending prolonged periods in front of a screen, the added strain causes the blood vessels around our eyes to become enlarged, which is why it is extremely important to constantly treat our skin to provide the much needed nutrients that it needs.



Allergies

Allergic reactions and eye dryness can trigger dark circles. When you have an allergic reaction, your body release histamines as a response to harmful bacteria. Along with the other uncomfortable symptoms, histamines also cause your blood vessels to dilate and become more visible beneath your skin.

The urge to scratch or rub irritated eyes can be significantly lessened when the skin is kept moisturised and natural allergy remedies are used.

Dehydration and Medication

Medication plays a large role in many skin care regimes as the side effects often cause dryness/dehydration. When your body is not receiving the proper amount of water, the skin beneath your eyes begins to look dull and your eyes look sunken. This is due to their close proximity to the underlying bone.

Genetics

Above all of the most common causes for dry skin and puffy eyes, we must not forget that genetics / family history also plays a part in developing dark circles under your eyes. This can be an inherited trait seen early in childhood, and may either worsen as you age or slowly disappear with proper care. Other medical conditions, such as thyroid disease, can also result in dark circles beneath your eyes.

Organza Natural Skin Care boasts a range of natural products to help your skin retain that beautiful glow.

Product Recommendation:

Creamy Eye Potion Treatment

“The ambience and energy which interiors will exuberate is simply amazing when holistic interiors governs the approach” says Pooja Srivastava, Holistic Designer



Isn't it amazing? We love colors and we believe in the warmth of homes and structures giving a good feeling about the space we live in or choose to be – however there is a greater science and here we have **Ms. Pooja Srivastava, Holistic Designer** who loves to add value with her inspirations on Holistic Designs Says Pooja Srivastava,

'Holistically Designed rooms in your home serve its highest purpose, create eco-friendly spaces, bring nature indoors, guides flow of energy and creates a peaceful and organic home'.

'Holistic interior design is not only about designing spaces for clients, but finding a holistic design solution for yourself and your business which supports your life purpose.

With 90% of our time spent inside four walls, people have started to realize that the spaces they occupy have a huge effect on them – Physically, Emotionally and Visually. Bad design can lead to employees being disengaged from their work and left feeling undervalued because they find the environment they work in as 'depressing'.

Homes become stressful and hard to manage as bad layout, lack of storage and clutter become overwhelming for the families living in them. It is also helpful to know that restaurants and shops go out of business as people find them 'uninviting' to be in.

The ambience and energy which interiors will exuberate is simply amazing when holistic interiors governs the approach

These are issues which need a little more than a quick swab of paint to resolve – but all are resolvable. You just need to search a little deeper for the answer – as its all interconnected to how someone feels in a space – there are lots of threads to pull together to solve the problem. It has become an aspect of design that many have begun to be mindful of.

Health and wellness in buildings is becoming a revolution with people like Oliver Heath and Kitchen god Johnny Grey leading the way.

So, lets quickly break it down into the three aspects we want to address to create full contentment in interiors.

The Physical Ambience

When designing look at how people function in a space – how do they flow from one thing to the next? What are their lifestyle and their little routines? Says Ms. Pooja, ‘we need to think through them all and start to plot layouts around the fact file. It is only right to think of the things people ‘feel’ physically.

Such thoughts as ‘does my client feel uncomfortable with his back to the door’ is also important when creating the client’s workspace or living space – yes all of these factors go into building a layout that flows with the person who is in the room and makes them feel physically comfortable in their space.

The Emotional Rendezvous

This is the hardest of the three to address but in many ways the most exciting as it stretches beyond just designing skills and into the areas of Color Psychology – Psychology and even Neuroscience.

This is what makes people happy and unhappy in a building, and it can cause them to make healthy or unhealthy choices. The research in this area is very refreshing and certainly fascinating. The expressive fact is that it is the one aspect which I s hard to quantify – People know what they are feeling, but they find it hard to pin point to their environments – that is why it is within a designer’s parameters to SWOT up and blend the good stuff into the design.



The Visual Essence

Like the designs and textures which build us, the space too needs to be decorated and needs to speak about who we are – the style we love, the beautiful aura we fill our homes with, the whole work of art that tells our story – we pick hotels and restaurants to visit because we love the look of them. Things we find beautiful make up happy – the visual side of interiors is so important.

The holistic interior design is moving towards the sustainability and green design movements;

The ambience and energy which interiors will exuberate is simply amazing when holistic interiors governs the approach

As Einstein proved, everything in existence sentiment and non-sentiment is a field of energy, “It makes sense why the holistic interior design revolution is the future’

The incorporation needed is to incorporate holistic interior design into your business

The thought process needs to be to think about the way in which our design work can help people to rejuvenate, recharge and support their deepest desires, whatever be the structural or functional need.

Points to consider

- The intention needs to be to tune the space as per solar, potential or kinetic energy.
- Holistic interior design today takes into account what your client wants to feel when they are in the room – it also takes into account how they want to express themselves in such surroundings and feel in harmony.
- Holistic Interior design is simply translating what your client needs to express on a soul level to feel at peace in their home.
- Holistic interiors re-energize the occupants from a long day of work by boosting their mood or making relaxation easier or finally creating a space to help them make the time for that hobby they’ve been interested in.
- Holistic Interior Design puts all of the pieces together and strives to bring delight, wellness and contentment to the people using the spaces we design for them.



The best advises – Role of 5 elements and 5 senses in Interiors

Water it is associated with conception of new ideas, clarity of thoughts, creation of new vision, flowing of new opportunities, healing energy, immunity and restoration of health.

Water is associated with TASTE senses – it governs the flow of growth of your taste in life – what we will attract in life is based on the water element.

If there is an imbalance in the element then the issues are related to kidney, liver, water retention, low BP, sleep disorder, running nose.

AIR represents growth in our life – it is also associated with movement, especially rotational movement so it brings refreshment, fun, joy and happiness in life.

Air is associated with TOUCH senses
If there is an imbalance then the sicknesses associated are cold, cough, asthma, jaundice and eye issues

FIRE is the driving force behind all life processes and thus is equated with money in modern era. It can transform your life with confidence and enthusiasm.

The ambience and energy which interiors will exuberate is simply amazing when holistic interiors governs the approach

Fire is associated with SIGHT senses – it governs how farsighted the person is – goal oriented, warmth in relationships and flow of income, health issues

If fire is not balanced then one witnesses skin allergies, weight issues, high BP, Anemia.

Mother Earth gives stability, balance, infinite patience and maturity in character

Earth dominates the center and diagonal directions in every built-up space.

Earth element is associated with the sense of SMELL – if the element is balanced then there is stability in body, health, body joints, income, and relationships.

If the element is not balanced then depression can be one of the issues one has to deal with.

SPACE represents expansion, enhancement, extension, spread, communication and even thought process (mental space).

Space is associated with the HEARING sense It governs mood swings, new ideas, conceptions and growth.

In conclusion, **Holistic Interiors vision is to create user-friendly spaces that nourish body, mind and spirit and which have the least possible negative impact on our community and global environments**

Holistic interiors' vision to body, mind and spirit is integral for creating interiors which breathe – let us look at the attributes



POOJA SRIVASTAVA
CEO - SHREEM OHM, HOLISTIC DESIGNER

BODY needs environment and interiors which are functional and in harmony with people's lifestyle and purpose and when holistically designed the structure empowers individuals with physical limitations.

MIND requires stress-free and organized environments where people can be productive and have limited space distractions.

SPIRIT needs beautiful, warm and welcoming spaces to relax and enjoy – these spaces energize people and revive their spirit.

To know more connect with:
positiveenergyosh@gmail.com
or call @+971585377861
or WhatsApp @+971585396999
to book an appointment for consultation.

One-stop for aspiring business owners in the U.A.E



Ras Al Khaimah Economic Zone (RAKEZ) holds every service required by anyone looking to launch their startups, positioning Ras Al Khaimah as a prosperous business hub. **Ramy Jallad, Group CEO, RAKEZ**, tells Khaleej Times and The Jerusalem Post how the company has adapted to 2020 demands and how it aligns with the emirate's long-term goals.

Can you tell us a few reasons why investors should look into Ras Al Khaimah Economic Zone?

RAKEZ is a powerhouse business and industrial hub, offering a wide range of cost-competitive packages that are packed with incentives and benefits. The cost of operating and living in Ras Al Khaimah is also up to 50 per cent lower than other regions.

Investors can find tailor-made packages according to their individual needs — they can mix and match according to their company's requirements, selecting their own activities, licence and facility type.

At RAKEZ, the customer is at the heart of everything we do. Our goal is to offer a seamless and efficient customer experience with simple and fast processes. We are a focal point to external authorities such as RAK Immigration,

RAK Department of Economic Development, RAK Civil Defence, etc., and therefore, a one-stop-shop for all business requirements. We have two offices in RAK, one in Abu Dhabi and one in Dubai.

RAKEZ has been adapted online as a 'one-click shop' via RAKEZ Portal 360 — a self-service client portal where investors can submit service requests, settle their balance and even download important documents related to their company. Through this portal, all RAKEZ services can be accessed by clients from anywhere at any time. It allows clients to submit applications, upload requirements and make payments online. Setting up a business has never been simpler. Guided completely by our expert team of business development consultants, investors can set up businesses with RAKEZ online in three simple steps, with no physical presence or original documents needed.

What role does a free zone such as RAKEZ play in boosting the economy of the UAE?

Economic zones are integral to attract businesses from all over the world. RAKEZ encourages business owners to set up shop in Ras Al Khaimah and take advantage of its cost-effective 'work, live and play' ecosystem. This positively impacts the UAE by further diversifying Ras Al Khaimah's economy and positioning the emirate as an ideal regional business destination. Today, manufacturing in Ras Al Khaimah contributes to 26 per cent of the UAE's GDP.

One-stop for aspiring business owners in the U.A.E

At RAKEZ, we support the Ras Al Khaimah Industrial Strategy 2030 that aims to boost its GDP contribution and manufacturing jobs through our initiative 'Make, Manage, Move', where traders, manufacturers, logistic providers and other supply chain players benefit from our cost-effective industrial packages.

We also support the growth of entrepreneurs and SMEs, who happen to be the majority of our clients and contribute to job creation and economic diversification.

What challenges has RAKEZ faced in the past year concerning business and otherwise?

The year 2020 definitely brought about challenges to the business world. RAKEZ received aggressive competition from its competitors, especially online, which was not the case before the pandemic. To overcome this, we focused on adding more value for our clients — more services and incentives to support their businesses in challenging times.

We were agile to innovate in a short period of time. We can keep up due to some of the talented employees in our organization, allowing us to be quick on our feet and implement new strategies, innovations and contingency plans.

RAKEZ services and facilities continue to be in great demand due to the packages we've recently launched to support investors. We are constantly enhancing our services and constructing new facilities.

What measures has RAKEZ undertaken to become more attractive to investors in the current economic scenario?

The use of technology is crucial to the adaptability of any business in today's digitally-driven world. Especially when the pandemic hit, businesses had to depend on technology for business continuity.



Ramy Jallad
Group CEO, RAKEZ

We are focusing on digital transformation to enhance the ease of doing business within our zone as well as reach more people. Pre-pandemic, RAKEZ had been leveraging technology tools to tap into its market. When 2020 came, we were able to adapt easily as we have already been utilizing different digital strategies.

We transformed our business set-up procedures. We are now allowing investors to register their companies online — from submitting applications to issuing the licence through the RAKEZ Portal 360. We've also expanded our reach by holding virtual events where we can reach new markets and meet potential investors remotely. We are going digital and paperless — not only for business continuity but to provide a seamless journey to our clients. With IT and communications infrastructure, we are truly moving towards being an 'ease of doing business' hub in the region.

What are the special packages that entrepreneurs and SMEs can benefit from at RAKEZ?

We have a wide range of business set-up packages, offering more value for money, packed with incentives and benefits:

One-stop for aspiring business owners in the U.A.E

> **RAKEZ BusinessWomen Package:** A first-of-its-kind product in the UAE that is designed to empower women to chase their entrepreneurial dreams; from Dh6,200 per year with licence, facility, option for zero balance account and eligibility for the UAE residence visa.

> **My Business Package** aims to turn uncertainty into opportunity for Dh11,500 per year, including a business licence and visa.

> **E-commerce Package** packed with a variety of discounts and benefits to support investors in launching an e-commerce business with ease.

> **Virtual Educational Packages** for education professionals who wish to tutor individuals online from Dh10,500

> **SME Packages**, which offers up to 40 per cent discount guaranteed for life.

> **Global Product**, a mid-shore company set-up that provides investors with the benefits of both free zone and offshore formations.

> **E-gaming package**, for investors in the fast-growing gaming value-chain from Dh7,725.

> **Make, Manage, Move**, the most cost-effective industrial set-up packages in the UAE, which targets manufacturers, traders and logistics and supply chain providers

What are the main goals and objectives of RAKEZ in 2021?

RAKEZ aims to continue making processes easier for investors and achieve service excellence, which impacts the journey of our clients in our zones. We plan to innovate with more products based on market demands, such as virtual-related set-up packages.



We will launch more initiatives to support the Ras Al Khaimah Industrial Strategy 2030. We will also strategically collaborate with partners such as fellow government authorities and other reputable third-party entities for the benefit of our clients.

As for infrastructure developments in the pipeline, we are building new warehouses and labor accommodations at our Al Hamra Industrial Zone to meet the growing demand from industrial players. We will also construct a medical testing center in our service center at Al Hamra as well as add serviced offices in various RAKEZ facilities.



UAE's healthcare must start thinking single specialty hospitals

Midway into the year, the war against COVID-19 continues to rage, while the pandemic fights back with equal viciousness. Healthcare systems test new boundaries, searching for fresh avenues to counter the situation, driven by the urgency to find sustainable solutions as well as to maximise healthcare outreach with minimum spread of the virus.

There's no denying that the UAE has done a commendable job in controlling COVID-19. Now is the time to push the envelope even further to fortify the local healthcare system against any ongoing repercussions from the virus - and any other situation that may arise in the future. One of the biggest concerns is to propel the healthcare system back to its feet and create a viable environment for stable growth. While doing so, we need to keep in view the unique, yet constantly evolving, demographics and plan accordingly.



One such need is single speciality centres – where each speciality is treated in entirety in designated medical centres only. The concept is not a new one; an increasing number of healthcare systems are adopting the single speciality centre model, witnessing a strong boost in both quality and quantity of specialty services. Particularly in the West, these have proved to be effective in terms of saving time and money, while creating a strong, cohesive and integrated medical eco-system.



Dr. Raza Siddiqui
Executive Director at RAK Hospital

Build on gains made

In the UAE – where demand for advanced tertiary care is already high among local and international patients – time is ripe for such centres. The UAE is set to attract thousands of medical tourists on a daily basis. Dubai stands sixth on the global ranking and first among Arab countries in the Global Medical Tourism Index.

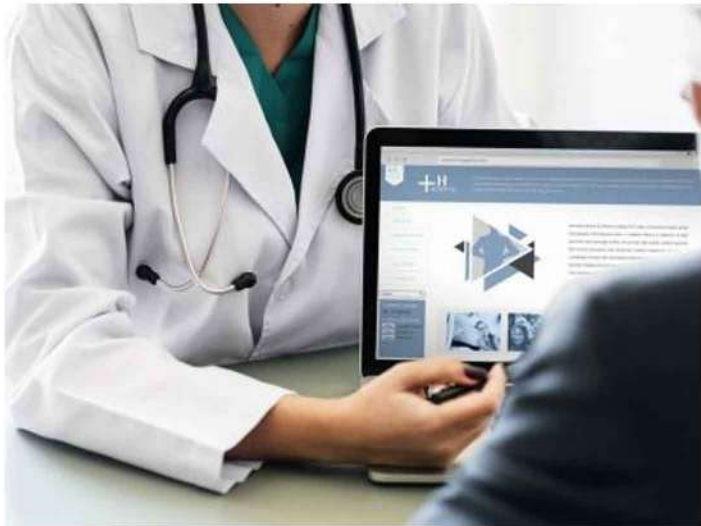
The MENA alone generates outbound medical tourism revenue to the tune of \$20 billion. This augurs an incredibly positive vibe for the medical tourism industry, fuelling the need for the UAE to further strengthen its healthcare system to include the latest innovations designed to reduce cost and promote convenience. In this regard, single speciality centres - and even standalone surgical centres - will be an integral driver in meeting the upcoming demand.

An increasing number of expats are viewing UAE as their home where they would like to spend their retired lives. So, the elderly population is gradually rising as well. These demographics bring with them a higher demand for treatment for chronic diseases such as cardiac and diabetes and which require intensive tertiary care.

UAE's healthcare must start thinking single specialty hospitals

Cut down hospital visits

The single speciality model further encourages an integrated healthcare system where medical centres and hospitals will be able to share a patient's medical history and monitor it when needed. Using technology as a vital tool to help unify medical records, patients can have access to personalised care allowing predictive health.



An identification – which could be Emirates ID – will be sufficient for doctors to access medical and family history which eliminates the need for the patient's multiple visits to hospitals. A single point of contact could be the GP or family physician who can manage the patient's health through the monitoring devices with a proper referral mechanism to speciality centres. Patients will visit the hospital only for surgical procedures, while the post-operation and maintenance will be the job of the family physician.

So, what are the challenges that we need to address? Among the biggest challenges is the high cost of treatment. In addition to quality, price is a key factor why patients travel overseas. In this regard, while UAE offers top-notch medical treatment, but it comes at a price due to economy of scales.

Alliances can do the needful

This is where strong public-private partnerships play a crucial role in order to create a complete eco-system that supports the healthcare industry. Germany, for instance, has a state-controlled price system, which does not allow all hospitals to treat specialities. Instead, there are designated centres for each. Same is the case with Singapore, where public-private partnership is quite strong.

Similarly, involving public entities in tie ups with private healthcare institutions can also reap great dividends. One such example is how Germany tied up with Lufthansa Airlines, where the airline offered various promotional packages for medical tourism for inbound patients to Germany.

In short, innovation, coupled with convenience, are the way to go forward. The changing economic dynamics of the new normal demands that, while at the same time draw inspiration from across the world.

Source: <https://gulfnews.com/>



HERBERT Seals Wire-To-Wire WIN at the 2021 Dubai Duty Free Irish Open

Lucas Herbert produced a brilliant battling final round 68 to win his second European Tour title in wire-to-wire fashion at the **2021 Dubai Duty Free Irish Open**.

The Australian - who has now won in back-to-back seasons following his triumph at the 2020 Omega Dubai Desert Classic - entered the final day at Mount Juliet Estate with a one shot advantage and while he extended that to three in the early stages of his round, he would not have it all his own way.

After losing control off the tee, he had to utilise all his scrambling skills and mental strength to reach the turn in 35 and at that point, he had been caught at the top of the leaderboard.

But the 25-year-old produced a wonderfully composed performance down the stretch to get his hands on the famous trophy, coming home in 33 to finish at 19 under par, three shots ahead of Swede Rikard Karlberg and four ahead of American Johannes Veerman.

With their performances in the island of Ireland's national open, all three have also booked their places in The 2021 Open at Royal St George's in two weeks' time.



Source: <https://www.dubaidutyfree.com/>



Sinead El Sibai, Senior Vice President Marketing, Dubai Duty Free presents the trophy to the 2021 Dubai Duty Free Irish Open Winner, Lucas Herbert.

Lucas Herbert: 'It's an unbelievable feeling. It's just so - it's a bit fulfilling, really. I felt like I was at one of my low points in my life when I played here two years ago at Lahinch in the Irish Open, and now to feel like I've done full swing and come back around and won the event that I was at a pretty low point at, it's pretty satisfying. I'm very happy standing here right now.'



Colm McLoughlin Executive Vice Chairman and CEO of Dubai Duty Free said: 'Congratulations to Lucas Herbert who provided us with a very exciting finish to this week's Dubai Duty Free Irish Open at Mount Juliet. It's been great that spectators were back and could enjoy all of the action in person.'

'The fans greatly added to the atmosphere and the players enjoyed having them back. Well done to the European Tour and host venue, Mount Juliet who staged a very successful tournament while adhering to all of the necessary protocols.'

Sharjah Innovation Park Launches Innovators Package, The Most Economical Full-Service Innovative Ecosystem in the Region



The advertisement features the SRTI Park logo in the top left corner. The main headline reads "INNOVATORS, GET STARTED!" in large, bold, blue letters. Below this, it says "Start Your Company Today" followed by "-Limited Time Only." and "-Terms and Conditions Apply". A prominent blue button contains the text "6000 AED". On the right side, there is a photograph of a young woman with long brown hair, wearing a dark t-shirt and light blue jeans, sitting on a grey sofa and smiling while using a laptop. Surrounding her are various hand-drawn business icons in blue, including a network diagram, a bar chart, a speech bubble with the word "BUSINESS", a laptop, a bar chart, and a speech bubble.

Supporting start-ups and the growth of innovation-driven companies in the region, the Sharjah Research Technology and Innovation Park (SRTI Park) has launched the 'Innovators Package', offering the most economical full-service innovative ecosystem in the region.

Starting from Dh6,000, start-up companies can set-up an office at SRTI Park and enjoy the perks of industry-specific support system. SRTI Park ecosystem is thriving with Industry 4.0 success stories and has fostered the launch of the ventures within the Industry 4.0 space. In addition, the park also has Sharjah Open Innovation Lab, a rapid prototyping makerspace for the business community to build their capacity.

Benefits of setting up an office at SRTI Park include assistance in new company formation

same day licensing service, having a business license with two activities. There is also an option to have two shareholders plus the flexibility to upgrade.

It is 100% tax free and allows 100% foreign ownership with 100% repatriation of profits. Bank account opening can be accomplished in less than a week, with award winning business concierge as well as friendly and uncomplicated service.

SRTI Park is a very conducive and safe working environment with free parking for everyone and award winning designed office environment.

The park also provides support with government approvals and access to state-of-the-art lounges and meeting facilities as well as access to networking events.

Start-ups can have access to the prestigious Sharjah Open Innovation Labs and assured of enjoying world-class infrastructure at their fingertips.

Fastest growing innovation park

Hussain Al Mahmoudi, CEO of SRTI Park, said: "We are pleased to offer this Innovators Package and we encourage start-ups to take advantage of this golden opportunity."

Sharjah Innovation Park Launches Innovators Package, The Most Economical Full-Service Innovative Ecosystem in the Region

“An innovator is a person that wants to change the world they live in for the better. Change comes naturally to an innovator. Progress is what they see ahead of them. And it is natural for innovators to rush to register their startups at SRTI Park, which is the fastest growing innovation park in the region,” he added.

Early this year, SRTI Park has launched Sharjah Angel Investors Network. Al Mahmoudi noted: “This is yet another testament to investors’ confidence in the SRTI Park and the startups operating in it. We strongly support entrepreneurs in the emerging technologies field through the development of global economic groupings in the UAE in the fields of innovation, creativity, and design and the provision of capital in early stages to turn the idea into functioning business, making the local companies among the best in the world in technology and advanced services.”

Source: www.srtip.ae/

مجمع الشارقة للبحوث
والتكنولوجيا والابتكار
Sharjah Research Technology
and Innovation Park



Welcome to SRTI Park

Al Mahmoudi added: “Most innovators know that SRTI Park has an ecosystem that can support the birth of their start-ups and innovation by providing access to the academic resources of 22 educational institutions next door plus access to markets across the world. We also provide local and regional government support, access to land and state of the art labs for piloting, prototyping and so much more.”

He continued: “We call on start local and regional entrepreneurs as well as global start-ups to scale up their businesses through education, mentorship, and financing provided by the SRTI Park ecosystem and network. Come join us at SRTI Park.”



FHH & Misr El Kheir Foundation Join Forces to Empower Female Breadwinners in Beni SUEF

Fine Hygienic Holding (FHH), one of the world's leading wellness groups and manufacturer of hygienic paper products, recently signed a cooperative agreement with Egypt's renowned NGO, Misr El Kheir Foundation, to fund and support the foundation's income-generating and hygiene awareness programs in the Beni Suef governorate.

The signing conference was witnessed by the Assistant of Minister of Social Solidarity, Dr. Ayman Abdel Mawgoud. He expressed his delight to participate in this prominent event celebrating the alliance between Misr El Kheir, as one of the leading developments and civil society foundations in Egypt, and FHH, the esteemed company in its industry.

Dr Abdel Mawgoud added: "I would like to extend my deepest appreciation for this protocol, marking a fruitful cooperation between the civil society and the private sector to ensure decent life for deprived families. Despite its undeniable endeavors, the state can't solely fulfill all inclusive development requirements. Therefore, the state strives to join forces with the civil society and the private sector, forming the golden triangle of development. Through dedicating all their resources and capabilities, they become able to create an actual and effective change on ground."

Commenting on the partnership, General Manager and Chief Commercial at Fine Hygienic Holding (FHH) Egypt, Ahmed El-Fakharany, stated, "Fine Hygienic Holding has long been committed to giving back to underprivileged communities across all the countries in which it operates. Today, our CSR initiatives in the local market are specifically designed to improve the welfare and development of the Egyptian people, in line with Egypt's Vision 2030, which outlines a sustainable development strategy for the country."



El-Fakharany added, "Empowering women in the Middle East has become a top priority for FHH in 2021. Our company has joined forces with Misr El Kheir Foundation to help secure sustainable income opportunities for female breadwinners in the most disadvantaged vicinities of the Beni Suef governorate. Applauding their incredible perseverance and resilience, Fine Hygienic Holding takes great pride in supporting Egyptian women, and highly treasures the significant role they play in the nation's growth and prosperity."

Chief Executive Director - Fundraising Sector - Misr El Kheir Foundation, Amal Mobadda, commented: "Misr El Kheir Foundation's partnership with Fine Hygienic Holding is a driving force for creating added value in underprivileged communities. Over the next 12 months, we will work together to economically empower Beni Suef's underprivileged female citizens and help them thrive through health-related awareness efforts. Together with Fine, we look forward to elevating the livelihoods of Egyptians across all governorates."

The CSR initiative will focus on two main pillars; the first one aims to empower female heads of households by providing them with fixed incomes, through the creation of several small enterprises.

FHH & Misr El Kheir Foundation Join Forces to Empower Female Breadwinners in Beni SUEF



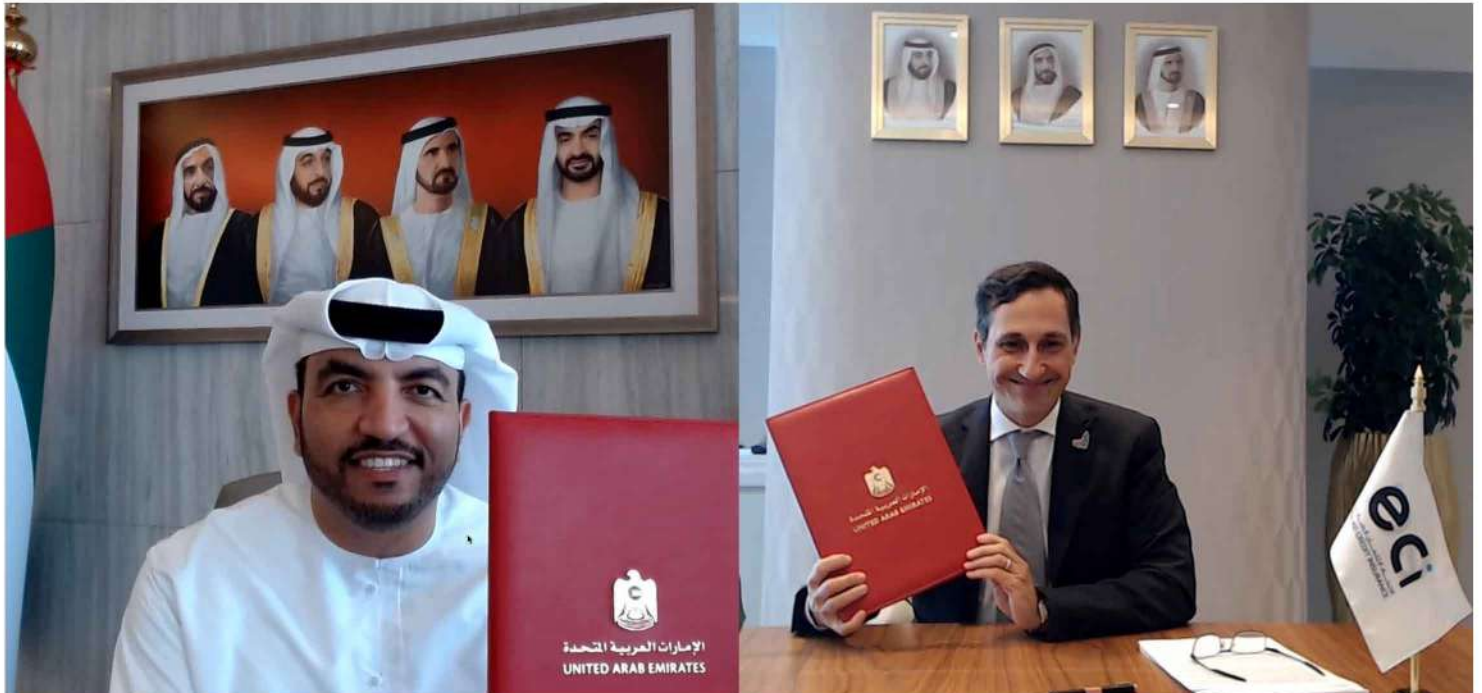
Over the next six months, FHH will provide technical and administrative assistance to help women in the Beni Suef community develop and sustain an array of service-related, commercial, and handicraft projects. The second pillar involves elevating the hygienic practices and general wellbeing of more than 1,000 women and students, by enhancing awareness on three vital topics: sanitation and disease prevention, precautionary measures against COVID-19, and dealing with children’s psychological stress caused by school closures.

Over the past several decades, Fine Hygienic Holding has spared no effort when it comes to subsidizing Upper Egypt’s governorates via sound CSR initiatives. In particular, the company has provided support to help eradicate poverty and illiteracy, while improving the standards of living across numerous impoverished neighborhoods.

Source: <https://www.finehh.com/>



MolAT and ECI today signed a MoU to inject capital into the UAE's industrial sector and support local industrialists



The Ministry of Industry and Advanced Technology (MoIAT) and Etihad Credit Insurance (ECI) today signed a Memorandum of Understanding (MoU) to inject capital into the UAE's industrial sector and support local industrialists.

The new MoIAT-ECI partnership offers a package of financial incentives to support UAE exports, offer financing facilities for manufacturers and advanced technology projects, guarantees for industrial loans, an umbrella insurance for small and medium enterprises (SMEs), and assistance in securing intellectual property rights for startups.

Omar Suwaina Al Suwaidi, Under-Secretary of MoIAT, and Massimo Falcioni, CEO of ECI, inked the MoU formalising the collaboration.

Under the terms of the agreement, the two entities aim to provide products and facilities to support key industrial sectors with a focus on the priority areas of Operation 300bn – MoIAT's National Strategy for Industry and Advanced Technology. They will also form a permanent taskforce to implement initiatives that contribute to driving the growth of the industrial and advanced technology sectors in the UAE.

The Ministry seeks to promote ECI's trade solutions – including trade credit insurance, trade finance, export finance, project finance, loan repayment, equity insurance for startups and micro-SMEs, and 'Click & Cover' online solution for SMEs – through the Make it in the Emirates campaign. ECI, in turn, will contribute to attaining Operation 300bn's goal of enhancing the competitiveness of UAE industrial companies in international markets.

The collaboration will also involve other financial institutions and development banks in improving the current offerings and developing innovative products that meet the needs of the industrial and advanced technology sectors.

Dr. Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology, said that the partnership is "an important step in boosting the global competitiveness of the UAE's industrial sector".



MolAT and ECI today signed a MoU to inject capital into the UAE's industrial sector and support local industrialists

"The array of financial incentives and facilities offered through the new partnership will help stimulate innovation and entrepreneurship among the UAE's leading industrialists as they seek to fully integrate advanced technologies and Fourth Industrial Revolution (4IR) solutions into their production lines," he added.

Dr. Al Jaber noted that the agreement is fully aligned with the UAE leadership's vision of making the industrial sector a key driver of sustainable future economic growth.

"Cooperation with a major national institution such as ECI will make products made in the UAE easier to access for new global markets while enhancing their competitive advantage and improving the performance of local industry. It will also help forge new economic sectors and consolidate the UAE's position as a global hub for innovation and a leader in industries of the future," he added.

Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade and Deputy Chairman of ECI Board of Directors, said, "Easing access to trade and project financing will help advance Operation 300bn and Make it in the Emirates to generate more than double the value of the output of the national manufacturing and industrial sector in the next ten years.

"We believe this collaboration will play a crucial role in boosting the confidence of UAE businesses, thereby enabling them to increase the contribution of the industrial sector in the country's non-oil GDP."

Falcioni, in turn, stated that this agreement will enhance industrial sector and attract local and international investment.

Source: www.wam.ae



ECI has always been a catalyst in expanding UAE's business sector through a range of export credit, financing, and investment insurance products. "As the UAE Federal export credit company, our suite of innovative trade credit and project financing solutions and services can play a vital role in supporting the 'Operation 300bn' and 'Make it in the Emirates' initiatives by the government," he said.

As of May 2021, ECI enhanced the competitiveness of the UAE non-oil trade and export by issuing 4,039 revolving credit guarantees in excess of AED2.5 billion, equivalent to AED7.5 billion worth of non-oil trade to over 85 countries and eased trade and project finance through guarantees for AED1.16 billion.

A detailed review of the performance has revealed that among the sectors that benefited from ECI's guarantees include cable, steel, petrochemicals, building materials, packaging, automotive, energy, utilities, healthcare, and food.

Despite the economic challenges caused by the COVID-19 pandemic, ECI's continued support of UAE trade and export has helped to protect businesses' cash flows and eased SME's access to trade finance, accelerating economic recovery during this period. These measures provided access to new markets to UAE's exporters and re-exporters.



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 CEO Clubs Members Virtual Meeting "The Emerging Business Opportunities and Financing Options" on Wednesday, **August 4, 2021**

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CEO Clubs Network

CEO Clubs Member Webinar

The Emerging Business Opportunities and Financing Options



WED | AUG | 4 PM |
DAY | 4 | GST



Panelist



Abdul Moiz Khan
CEO & Managing Partner
Fursa Consulting

Panelist



Mohamed Lamani
CEO & Co-founder
Promota Agency

Panelist



Dr. Natalia Osadcha
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S&P Agency

Panelist







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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 15 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 Mohammed 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

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