



CEO Clubs Network®

CEO CLUBS NETWORK E-NEWSLETTER

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Issue



EXPO 2020 DUBAI

Connecting Minds, Creating the Future



03	CEO Clubs Insights
06	Member Meeting Highlights
10	CEO Clubs Members Artcles & News
33	CEO Clubs Business Opportunities
36	Upcoming Events
39	About Us

#CEOClubsnetwork

Chief Executive Officer Clubs Network
CEO Clubs Network®



Congratulations!

CEO Clubs Network received a “World EXPO 2020 Dubai Recognition” presented to Dr. Tariq A. Nizami, Founder & CEO of CEO Clubs Network Worldwide by HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman & Group CEO of EXPO 2020 Dubai Higher Committee in presence of HE Reem ALHashimy, UAE Minister of State for International Cooperation and Director General of EXPO 2020 Dubai for CEO Clubs valuable contribution to EXPO 2020 Dubai for years. The event was also attended by Government officials and other top CEOs in a very exclusive event in Dubai.



CEO Clubs Network brings Diplomats, Pavilion Directors, and industry leaders for countdown to EXPO 2020 Dubai



Dubai may be the tourist gateway into the Middle East, but equity investors are flocking to its neighbors Abu Dhabi and Riyadh instead, as share sales worth billions of dollars heat up local CEO Clubs Network brought several industry thought leaders and government officials from several countries on the 113th floor, Armani Hotel, Burj Khalifa. The event was attended by Consul Generals and Ambassadors representing their respective country pavilions at the EXPO 2020 among other industry thought leaders. The EXPO 2020 Dubai will be held from October 1, 2021, to March 31, 2022.

“We wanted to gather these great minds from across the globe together on one platform to brainstorm and ensure that their country’s participation at the EXPO 2020 Dubai is extremely successful. CEO Clubs Network is highly involved in promoting EXPO 2020 since the day it was awarded. We have organized multiple

EXPO-related events in the last 5 years to extend support and contribute towards this mega billion-dollar event that the whole world is waiting to attend. CEO Clubs is assisting many countries for their B2B connections, country pavilions, and hosting events,” added **Dr. Tariq, CEO and Founder of CEO Clubs Network Worldwide.**

During the event, they highlighted the uniqueness of their country pavilions and the upcoming opportunities followed by a cake cutting ceremony welcoming the EXPO 2020 Dubai.

Since 2006, the CEO Clubs Network has been instrumental in supporting several organizations by linking the investors with the SMEs that require support and help them achieve their business goals.

CEO Clubs Network brings Diplomats, Pavilion Directors, and industry leaders for countdown to EXPO 2020 Dubai

The Representatives from different countries included HE Evgeny Lazarev Consul General of the Republic of Belarus; HE Jaime Amin Ambassador of Colombia; HE Juan Pablo Cavelier L. Commissioner General of the Colombian Pavilion; HE Mrs. Paula Douat C Director of Tech Pavilion of Expo 2020; Ms. Marian Celeste Carella, Chairman of the Philippines Business Council Dubai; Ms. Marlene Murphy, President of the Philippines Partnership Circle; HE K Kalimuthu Consul General of India; Ms. Inga Ulmane, Commissioner General of the Latvian Pavilion; HE Abd Mukti bin Abu Bakar, Director / Consul Investment, Malaysian Investment Development Authority (MIDA), Consulate General of Malaysia; HE Jose Bernardo Maneia Consul General of Mozambique; HE Bekri Ajdini, Commissioner General EXPO 2020 Dubai, Economic Counsellor at the Embassy of the Republic of North Macedonia; HE Afzaal Mahmood Ambassador of the Islamic Republic of Pakistan; HE Nicoleta Teodorovici Consul General of Romania; HE Nalinda Wijerathna Consul General of Sri-Lanka.



Recently, the EXPO 2020 team provided a detailed virtual walkthrough of the mega event which is less than 40 days away to the CEO Clubs Members. Approximately, 45 top CEOs and government officials who are members of the network attended this virtual event.

From the corporate world, Dr. Mohammed Saeed Al Kindi, Former Minister of Water and Environment of UAE, Mahmoud Akrin, CEO, Gobazzar, Francis Alfred, MD/CEO, Sobha Group, Abdul Moiz Khan, MD & CEO, Fursa Consulting, Murtaza Hashwani, Deputy Chairman, Hashoo Group of Companies, James Mathew, CEO & Managing Partner, UHY James Chartered Accountants attended the event among several other senior members of the industry.



“The key objective of the CEO Clubs Network is to create the most effective business platform for CEOs and senior executives to share experiences, explore opportunities and grow their business locally and internationally,” added Dr. Tariq, CEO, and Founder of CEO Clubs Network.



Senegal - The gateway for your Investments in Africa



Senegal



**His Excellency Mr Macky SALL
President of the Republic of Senegal**

WHY INVEST IN SENEGAL?

Peace and Political Stability

Unlike many countries in sub-Saharan Africa, Senegal has no records of military coup, civil war or religious conflict. Senegal's historical legacy of peace and long-established democracy helped to create a conducive business environment which also contributed to attracting more foreign direct investment in the country.

Strategic Geographical Location

Senegal is located at the most western point of Africa. This strategic geographical location places Senegal at the frontier of investment and trade opportunities in the region. Senegal links Africa to the rest of the world; it also serves as an important gateway to major export markets in Europe, Asia and the Americas.

Openness to the World

Senegal has an open economy that depends heavily on foreign trade and investment. Senegal's membership to regional economic blocs (ECOW-AS, WAEMU), along with its strategic geographical position, make the country the entry point to large regional markets and beneficiary of several preferential trade arrangements with many of the world's largest economies including China and the United States of America. Senegal's main economic partners are France, India, Italy and the US.

Highly Educated and Skilled Workforce

Senegal has a large pool of highly educated and skilled workforce: It is estimated that majority of the population is aged between 15 and 55, thus active and able to join the workforce. Technical and vocational training is a key element of the Government's education and youth employment policies.

Senegal - The gateway for your Investments in Africa

Alongside the classical education system (primary, middle, secondary and higher education), several training schemes are increasingly developed. In addition, the Competence-Based Approach (CPA) has replaced the traditional approach, allowing students to be fully operational faster.

Attractive Investment Climate

Senegal is a land of opportunity. The business environment is favorable and constantly improving. Since 2013, the Senegalese government has been implementing an ambitious investment climate reform program which resulted in significant improvements in the business enabling environment : elimination of the minimum capital requirement for setting up an LLC; creation of one-stop shop for business registration, streamlining of customs procedures, tax reduction for investment in selected sectors, etc. The implementation of more than 52 investment climate reforms has propelled Senegal among the world's top 10 reformers according to the Doing Business ranking. These efforts have brought significant improvements in the following areas:

Taxation

The Senegalese Investment Code provides for specific incentives to stimulate investment in key sectors including agriculture and agro-processing, fishing, livestock and related industries, manufacturing, tourism, banking, and mining :

Custom duty exemptions (03 years)

- VAT suspension (03 years)
- Tax credits of 40% for eligible investment and deductible within 5 years
- Free export company status for agriculture, industry, and telecommunications companies exporting at least 80% of their turnover.



Ease of Doing Business


The government of Senegal has taken positive steps to improve the country's business-enabling environment. Subsequent to the implementation of key investment climate reforms, it became much easier to establish and operate a business in Senegal.

Register a business in 24h

- Import or export operation in 10 days
- Property ownership transfer in 50 days
- Obtain a building permit online within 40 days
- On-line declaration and tax payment
- Elimination of the minimum capital requirement for setting up an LLC
- Creation of commercial courts
- Streamlining of business operation procedures (e-tax, Teledac, etc.)

Protection of Investment


Senegal has signed several Investment Protection and Promotion Agreements (IPPAs) to promote and facilitate trade between with dozens of partner countries which provide for free repatriation of investment capital and returns on investments, guarantee against expropriation, provide for a most-favored nation rule with respect to treatment of investors, and compensation for losses in case of war, armed conflict or riot and further provide arrangements for the settlement of disputes between investors and the State.




CEO Clubs Network

CEO Clubs Members Virtual Meeting

Introduction to CEO Clubs Dezign and Virtual Networking

WED DAY | SEP 22 | 4 PM GST | 

Now you can transform your digital ideas into reality



On September 22, 2021, CEO Clubs Network in collaboration with Excelledia, a Business-Performance Management company specialized in People, Processes and Technology helping organizations become significantly more efficient, effective, and sustainable, finally launched its new venture, **'The CEO Clubs Dezign Space'**

CEO Clubs held its Members Virtual Meeting on the topic "Introduction to CEO Clubs Dezign and Virtual Networking".



The virtual meeting was moderated by **Mr. Muhamed Farooque, Founder & CEO of Excelledia.**

For the last 20 years, Mr. Farooque has been helping individuals, groups, government organizations, businesses at all levels to strategize and plan addressing the major issues including its risks and opportunities to achieve their goals.

The main idea of the platform is "Create a vision to serve the people". This initiative, called "Dezign Space" – it's a collaborative platform, a unique innovation engine that transforms various digital ideas into a business venture. During the virtual meeting Mr. Farooque mentioned that Dezign Space wouldn't be good enough to offer this idea alone to the global market, thus they have realized that they need to take it through different communities and CEO Clubs Network with its numerous amounts of valued members is one of these communities that can collaborate and move on the right path along with Dezign Space.



The CEO Clubs would also like to thank **Mr. Mohamed Shabeer, Regional Business Manager, Excelledia** who helped in turning this idea into reality.

CEO Clubs appreciates the time taken out by the Excelledia team to explain this Dezign Space to the CEO Clubs Members and clarifying their concerns.

“Dezign Space” – a space for,

- Collaborative innovation
- Digital innovation
- Startup innovation
- Business model innovation
- Business function innovation
- Innovation within organizations
- Innovation in public sector

Therefore, if you possess an innovative digital idea that could be the solution to modern problems and to develop that idea into a product or a service, all you need to do is submit the idea in the CEO Clubs Dezign Space. The experts in the field would be there to provide guidance, nurture the idea and go all the way from creating a business case, prototyping, testing, and help to find potential investors to turn your ideas into reality.

The platform is secured and protects ideas of idea-holders, provided by Non-Disclosure Agreement and fully complies with regulations of Intellectual Property Rights.

During the presentation Mr. Farooque showed the platform itself, in terms of registration, the entire interface and how a registrant should submit his idea to the platform.



Later on he shared key stakeholders that are currently involved in ongoing work of the platform.

The presentation was followed by a Q & A session and self-introduction of current and newly joined members.





CEO Clubs Member Webinar
Benefits of DIFX Ecosystem

Mr. Jeetu Kataria
Co-Founder & CEO
Digital Financial Exchange - DIFX

Dr. Tamer Mitwally
Chief Strategy Officer
Digital Financial Exchange - DIFX

WED DAY | SEP 8 | 4 PM GST 

CEO Clubs Network held its webinar on the topic “**Benefits of DIFX Ecosystem**” on 8 September 2021.

The key speakers of the webinar were **Mr. Jeetu Kataria, Co-Founder & CEO, DIFX** and **Dr. Tamer Mitwally, Chief Strategy Officer, DIFX.**



Mr. Jeetu Kataria has over 15 years of experience in Financial Markets, Investment Banking and Corporate Finance with extensive experience with the foremost global financial services

organizations. His key areas of expertise include business strategy, wealth management and keeping investments on track with sound knowledge of robust risk management.

His main focus is to start up investment with a technology focus, such as Fintech, FMCG, Education, and Artificial intelligence. He is also instrumental as financial strategist for large Family offices in Middle East and Southeast Asia.



Dr. Tamer Mitwally is an award-winning Senior Investment Strategist, with 20+ years of experience in Investments Strategy, Business Lean Strategy, Business Risk minimization, and Continuous Improvement Strategies. Recognized executive business strategist, leader, and innovator in business developments, with extensive experience in Commodity Investments, Target Operating Model (TOM), Investment Risk Analysis, investment Valuation strategy, innovative strategy, and growth opportunities. He is characterized as a growth catalyst and visionary headship with international experience in Australia, China, GCC, and MENA.

DIFX was created to provide convenience for traders to trade on a variety of assets on a single platform. DIFX was presented with the “Best New Trading Platform Award” at the E-Business Awards by Entrepreneur Middle East for the year 2021.

Throughout the webinar participants have shown their awareness about the nowadays trends in the digital finance market and impressed keen interest asking different types of questions.

CEO Clubs Members are specially receiving 100 free DIFX Token to begin their trading journey with DIFX. CEO Clubs Network is grateful to Mr. Jeetu Kataria and Dr. Tamer Mitwally for taking out key points and making this a valuable discussion and adding value to everyone’s knowledge.



CEO Club members will receive **100 complimentary DIFX tokens** to begin trading with.



Digital Financial Exchange®



Exclusive Elite Network of CEOs & Senior Executives Worldwide

20 years later, reflecting on how 9/11 changed the way the world works

The Twin Towers, commanding their presence on the Manhattan skyline, were completed in 1973 and were the tallest skyscrapers in the world when they opened. On Tuesday - September 11, 2001 - the 110 storey Twin Towers were crashed into by two planes (American Airlines Flight 11 and United Airlines Flight 175) that were hijacked by terrorists. In less than 90 minutes the world witnessed one of the deadliest terrorist attacks which led to the loss of over 3000 lives.

The horrendous attacks executed by 19 terrorists on September 11th, 2001 will be etched in the history of mankind as it redefined the way the world responded to terrorism. Today, exactly 20 years after the collapse of the Twin Towers, we take a closer look at what the lasting effects of the 9/11 attacks were and how it changed the way the world works.

Emergence of a new perspective on safety & security

The “Twin Tower” attacks stripped America and the rest of the world of a sense of safety, and the immediate effect of this was strict screening processes coming into play in airports, government buildings, tourist attractions and public spaces. It was only after 9/11 that Transportation Security Administration came into force and airports leveraged advanced technology to implement stringent screening methods that facilitate safe domestic and international travels. The US fortified its security measures by creating the Department of Homeland Security 11 days after the attack in a bid to strengthen national security and, also passed the US Patriot Act in October 2001 to surveil potential threats.



Evolution in news transmission

When the attack on the “Twin Towers” took place the pace at which news travelled was largely through two mediums - broadcast television and newspapers. With media consumption being closely monitored the visuals shared by news channels were in the best interest of public viewing. Over the last 20 years rapidity of news transmission has scaled new levels and communication has undergone a paradigm shift powered by digitalization. Today it is hard to even imagine the world as it was in 2001 and if the attack had happened today, it could be likely that increased smartphone penetration and the far-reaching impact of social media may mitigate the impact in some way or the other.

Enhanced levels of disaster preparedness

The Twin Tower attack was an eye opener in many ways for government organizations, corporates, and business houses to enhance their levels of disaster preparedness. Today, digital infrastructure is strengthened with wired and wireless networks which can tackle possible interruptions caused by unforeseen circumstances. Moreover, in the last 20 years the world’s understanding of risks has shifted from planes crashing into towers to also include cybersecurity threats, ransomware, and

20 years later, reflecting on how 9/11 changed the way the world works

pandemics which have compelled stakeholders to accelerate their levels of disaster preparedness. Terms like “Business Continuity Planning” started gaining mileage as corporates recognized the colossal financial damage that could be caused due to lack of preparedness in unforeseen circumstances.

Hope and persistence prevailed

The 9/11 attacks were inhumane and traumatic however there is no denying the fact that it had a catalytic effect in transforming the worldview. Technological innovation and powerful digital applications would not have found their way into our everyday lives so easily (airports, hotels, malls etc.) if the attacks had not threatened the safety of human existence. Businesses would not have embraced and adopted digital advent with as much gusto since they would continue to be unaware about potential unforeseen risks.



James Mathew
CEO & Managing Partner
UHY James Chartered Accountants

20 years after the collapse of the Twin Towers the world has moved on in myriad ways, only because, hope and persistence prevailed through the trying times. Disasters always come unannounced however in its trail it often teaches us key lessons that help us transcend to do better, be better and live better.



DGCX signs strategic MoU with VFEX to strengthen commodities trading across Africa

DGCX will extend technical support, knowledge, and skills to VFEX, with the aim of establishing an international commodities exchange in Zimbabwe.

DGCX will also support VFEX with the development of a clearing and settlement commodities exchange framework.

The Dubai Gold and Commodities Exchange (DGCX), the region's leading derivatives exchange, has signed a Memorandum of Understanding (MoU) with Victoria Falls Stock Exchange (VFEX) – a subsidiary of the Zimbabwe Stock Exchange (ZSE) – to strengthen bilateral cooperation as well as exchange knowledge around commodities trading.



As part of the agreement, the DGCX will extend technical support, knowledge, and skills to VFEX, with the ultimate aim of establishing an international commodities exchange in Zimbabwe. Additionally, VFEX will seek support from the DGCX in setting a framework for a clearing and settlement commodities exchange. The collaboration will also pave the way for mutual benefits to both DGCX and VFEX.

The one-year agreement was signed by the CEO of DGCX, Les Male, and the CEO of VFEX, Justin Bgoni, during the visit of a high-level Zimbabwean ministerial delegation.



Les Male, CEO of DGCX, said: “We are delighted to forge a partnership with the Victoria Falls Stock Exchange, as part of our wider strategy to strengthen commodities trading across Africa. We are confident that our deep knowledge and expertise will help bring value to VFEX as they kickstart the Offshore Financial Services Centre (OFSC) for the special economic zone in Victoria Falls. The partnership also builds on our expanding international footprint and represents another opportunity for us to build stronger inroads into Africa, a rapidly growing market with enormous potential.”

Mr. Justin Bgoni, CEO of VFEX, said: “On behalf of the Victoria Falls Stock Exchange, I am pleased to be part of this momentous occasion of the signing of the Memorandum of Understanding between our exchange and the Dubai Gold and Commodities Exchange. We are looking forward to a fruitful exchange of ideas and technical know-how that should culminate in us being able to replicate the success of the Dubai Gold and Commodities Exchange in our own country and under the proposed Victoria Falls Stock Exchange-driven commodities exchange.”

5 challenges faced by SMEs

It is estimated that there are approximately 400 million Small-to-Medium Enterprises (SMEs) worldwide. They are the backbone of the global economy and the primary source of job creation, accounting for over 95% of firms and 60%-70% of employment. SMEs are vital to the economic development of any country as they foster innovation, entrepreneurship and create large-scale employment opportunities.

The subject of SMEs touches upon many aspects of a nation's economic network. By their very nature, SMEs can sprout up anywhere along the output value chain of a country, ranging from small shops to cutting-edge research teams. In the GCC, SMEs constitute close to 90% of the total companies in the region - equivalent to about 1.5 million SMEs. The sector has the potential to generate 22 million employment opportunities by 2022 in the region. The strategic importance of SMEs is apparent in the UAE as it relies on SMEs for 53% of the national GDP and 60% of the employment.

In this article, we will look into some commonly faced obstacles troubling SMEs at the moment and how to overcome them on the road to business success.

The adverse impact of the pandemic

Challenge: The most difficult challenge SMEs currently face is the economic slowdown caused by the pandemic. Lockdowns and border closures have led to a massive exodus of expatriates (both voluntary and due to layoffs) across the economies, further causing a dent in SMEs in the region. With expatriates forming a large part of the population in the region, SMEs took a double hit from the consumption and employment perspectives.



Solution: Policy actions and stimulus packages provided by the respective governments and central banks can help SMEs recover to a great extent. For instance, the UAE Federal export credit company **Etihad Credit Insurance (ECI)** issued AED420 million worth of trade credit support to the UAE SMEs in 2020. The guarantees helped protect the liquidity of SMEs amidst this challenging economic cycle, assisting businesses in reducing their cost of bank funding and allowing them to request their preferred bank to discount the invoices at a preferential rate.

Difficulty in getting access to credit

Challenge: As per the data released by the US Bureau of Labour Statistics, just 50% of start-ups make it to the fifth year of operation, and this drops to 33% in the 10th year. Due to SMEs' delicate lifespan, they are considered high-risk by financial institutions, leading them to have difficulty getting access to credit.

Solution: Most SMEs shutting down business is mainly due to their reliance on letters of Credit and cash payments instead of selling on credit.

5 challenges faced by SMEs

Changing this scenario with easy access to trade and project finance and credit insurance can drastically help them hold out against the economic headwinds. The support of the government is essential in facilitating such an ecosystem. In the UAE, ECI helps SMEs move on from the limiting and traditional Letters of Credit or cash payments terms towards the most updated sales on open credit terms, which support their local and global expansion prospect and assist them in penetrating high-growth markets.

The lack of proper leadership

Challenge: Many SMEs hit rock bottom just because they do not have effective leadership to help them navigate through difficult periods. During economic turbulence created by COVID-19 and the subsequent recession, having the right leadership style becomes even more critical.

Solution: There is no academic qualification to be a leader of an SME. Nevertheless, given the challenges of running a business and leading people, many owners falter because they don't have the right skills. Some people believe you have to be born a leader, but it is a wrong notion. There are now plenty of resources on leadership to learn and master the required skill set for any aspiring or seasoned entrepreneur.

The reluctance to setting and pursuing ideal business values

Challenge: Unfortunately, a value-driven culture is missing in many small and medium businesses nowadays. As the saying goes, "Culture beats strategy every time," which is certainly the case in our complex, ambiguous, and fast-changing world.

Source: www.eci.gov.ae/news/



Solution: Establishing the values and ensuring that everybody in the team is well aware of them is indispensable in every SME success story. By monitoring the team's actions and through regular staff appraisals and team meetings, the companies can reinforce the values so that they become part of how the business is done.

The absence of proper planning in strategy execution

Challenge: Some companies are good at setting ambitious goals, but they falter when it comes to executing the strategy. The real challenge for SMEs, it seems, is not coming up with big ideas but rather implementing them with utmost precision.

Solution: A practical approach that helps businesses to succeed is breaking down the goals into actionable steps: for example, take a three-year plan and break it down into 12 months' objectives, and then translate those into 90-day objectives. By meeting their goals every three months, SMEs can benefit from the marginal gains achieved by meeting each objective.

To protect SMEs from possible risks, we introduced in 2019 a comprehensive online export credit solution designed explicitly for UAE-based SMEs to support their local and global expansion prospect and assist them in penetrating high-growth markets. It guarantees receivables so that SMEs can make transactions on credit terms without having to worry about financial loss. It aims to ease UAE businesses to broaden their understanding of trade credit solutions and expand their export business safely. By providing guarantees to receivables, it enables SMEs to provide Credit to clients without financial loss.

How to eliminate the one-man approach with a ‘whole system’ model

Creating a new whole system management model will increase the value of the company

CEOs or business founders are often seen as God-like figures who have been given a crown of ultimate authority by the board. On one hand, this may be true, since they have taken on the responsibilities that others don't dare to think about. But how much can one person actually do?

The CEO crown comes with a heavy burden. You're expected to be visionary, think big, give direction, engage, focus, follow up, inspire, and give your people responsibility and freedom. You plot your course, but all too often the feedback is contradictory to the expectations.

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."

The downfall of traditional management

The story of traditional management often goes something like this: 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 organisational context and cascade it across functions through different goals and targets. 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.

A year or two goes by, each functional area works in their own silo to deliver their targets, but the overall business results haven't changed. The board is disappointed, fires the CEO and hires a new one. This is where the vicious cycle begins.



Laura Gerrits-Gedvile
Chief Executive Officer, The Holistic Enterprise

In the traditions of hierarchy, 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.

A new approach for a new world

Businesses are now coming to realise that the limitations of that traditional management model do not fit the realities of the modern world. Companies need to be agile and dynamic; able to deal with and react quickly to the constant flow of information. Rapid decision-making and constant communication are vital. A CEO that remains in the confines of their office and works through the protracted planning and reporting processes of the traditional hierarchy will struggle to succeed.

It takes courage and consistency, but CEOs need to step out from under the crown to understand how a company behaves beyond its functions; with its customers, suppliers, and how it creates value as inter-dependent parts.

How is this possible? What kind of system can board members and C-level executives co-create to eliminate the one man-show?

How to eliminate the one-man approach with a ‘whole system’ model

The answer is a principle-based solution that discards traditional management rituals, enabling the board and C-level executives to move from ‘one man in a crown’ to a ‘whole system’ approach.

There are some important prerequisites for this solution:

- The founder of the company is present on the board – they have the background knowledge and strategic vision to drive the process forward.
- The board members and C-level executives embrace new practices – they will provide vital leadership in the process.
- The founder doesn’t ask the board members “would you like to practice new rituals?”- he or she insists upon it – courage of conviction is required to break the vicious cycle.

Principles of the whole system solution

There are six practical business rituals that the board and C-level executives must change to eliminate the one man show

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 whole system 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 engaged throughout.

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 are achieved through focus and discipline.

How to eliminate the one-man approach with a ‘whole system’ model

Making the transition

It's time to end the illusion that one person – the CEO – can cope alone. 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.


Creating a new whole system management model will not only ensure that the board of directors deepen their understanding of the enterprise as an end-to-end process, it will also increase the value of the company itself.





A founder has the right to expect their enterprise to deliver value and reward after they are gone, and managing the system in this holistic way, rather than relying on the CEO, will achieve this.

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




CEO Clubs Network®
CEO Clubs Network
Business Networking Organization





Your Mate for Business - Your Key to Success

www.ceoclubsnetwork.com

Sobha achieves robust H1 results with sales worth Dh2b

Sobha Realty, the leading premium real estate developer, announced that the company achieved sales worth Dh2 billion in the first half of 2021. The robust sales accomplished in the first half of 2021 also translates to over 80 per cent of its annual targets set for the year. The impressive sales value is a result of a strong investor uptake for its iconic project Sobha Hartland in Dubai's Mohammed Bin Rashid Al Maktoum City overlooking Downtown Dubai.

Sobha Realty announced that the leading investors in the development included buyers from China, India, the UAE and Saudi Arabia. Since its announcement in 2013, Sobha Hartland continues to receive interest from local and international investors looking for a premium, luxury offering in the heart of the city.



Jyotsna Hegde, President of Sobha Realty

“The impressive sales of nearly Dh2 billion in value terms in just six months of 2021 is testimony to the value proposition of Sobha Realty, and the demand for its flagship development Sobha Hartland. The strong performance of the company further strengthens the bullish demand and immense growth potential in the UAE's real estate sector, amidst the run-up to Expo 2020 later this year,” said **Jyotsna Hegde, president of Sobha Realty.**



“Overall, we are witnessing stronger demand in the past few months. The Dubai Land Department has also reported an impressive surge in transactions in June 2021, which reflects the pent-up demand for property in the Emirate,” added Hegde.

Sobha Realty also reiterated a significant surge in demand for its villas with open spaces and villa plots in the Sobha Hartland development. Key projects within the community include Greens, Creek Vistas, Creek Vistas Reservé, Gardenia Villas, Garden Houses, One Park Avenue and Forest Villas.

The government's proactive measures to attract the investor community – including the introduction of Golden Visa, 100 per cent foreign company ownership and remote work visas, in addition to the swift rollout of the Covid-19 vaccination to make the Emirate a safe place for investors and residents has augured well for the sector, she added.

In the last quarter the company celebrated the successful launch of the third phase of the Tranquility plots, comprising exclusive plots for customised villa development, and the immensely positive buyer interest in the 592-apartment, 35-storey Waves residential tower at The Waterfront District in Sobha Hartland.

Sobha Hartland is distinguished by its serene vibe, central and convenient location in the heart of the city, where 30 per cent of the total land area is set to encompass a dedicated green cover and open spaces, redefining the new age living.

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

Sharjah Innovation Park announces the Middle East Innovation and Technology Transfer Summit

Sharjah Research, Technology and Innovation Park (SRTI Park) is preparing to host the MENA Innovation Technology Transfer Summit (MITT Summit) for the second time. This comes in a year when SRTI Park secured its position on the global stage by signing a memorandum of understanding with VITO, the influential Belgium-based research and technology organisation for sustainable development.

VITO is also the coordinator of G-STIC, the Global Sustainable Technology and Innovation Community, with whom SRTI Park has entered into a strategic partnership for organising the G-STIC Conference in Dubai and the MITT Summit in Sharjah. SRTI Park's close association with these two major events will substantially elevate its international profile.

مجمع الشارقة للبحوث
والتكنولوجيا والابتكار
Sharjah Research Technology
and Innovation Park



MITT Summit in Sharjah, 27 October 2021

SRTI Park, the UAE's premier research and innovation hub, will once again have the honour of hosting the MITT Summit in October this year. The centre is looking forward to welcoming global investors, government and private sector representatives, experts, entrepreneurs, academics, and other relevant stakeholders to discuss how to best shape the future of innovation and promote sustainability.

G-STIC Conference in Dubai, 24 – 27 October 2021

World Expo showcases knowledge and technologies that are crucial to achieving the Sustainable Development Goals. It will be an accelerator and testing ground for breakthrough solutions designed to help the world create a better, post-pandemic future for all. It's for this reason that G-STIC decided to hold its fifth global Conference here, outside of Belgium for the first time.



H.E. Hussain Al Mahmoudi
CEO of SRTI Park

Hussain Al Mahmoudi, CEO of SRTI Park, is delighted to be hosting the MITT Summit. This strengthens the positions of Sharjah and the UAE as being the Middle East region's centre of innovation and technology transfer. It also establishes SRTI Park as an ideal platform for technology development and transfer, as well as for venture creation and building.

He stated: "The MITT Summit is in line with 'the vision that anticipates the future' being advocated by His Highness Dr Sheikh Sultan bin Mohammad Al Qasimi, Member of the UAE Supreme Council and Ruler of Sharjah. The Middle East is becoming the world's fastest-growing marketplace for business and technology transformation."

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

The new building of Pressious Arvanitidis is a landmark!

STIRIXIS Group was assigned the relocation of “Pressious Arvanitidis” to a standalone building of app. 16.000 square feet (1.600 sqm) deployed in 3 levels, at Kifisias Avenue – one of the busiest arteries connecting downtown Athens to its northern suburbs.

Pressious Arvanitidis, founded in 1970, is the biggest offset printing company in Greece with a clear vision to emerge as a flagship company for the printing sector, and continue to be a valuable partner for its customers through its one-stop-shop concept while diligently serving the company slogan “Print Your Mind”.

The famous printing organization’s multiuse building project was awarded with the **5* Best Commercial Redevelopment/Renovation Design in Greece, as well as the Best Commercial Renovation / Redevelopment Design in Europe.**

STIRIXIS >



The new building of Pressious Arvanitidis is a landmark!

The design of the new office space inspires more collaboration as the open-plan layout is combined with areas of privacy and focus and balances between minimal and at the same time colorful, reflecting the corporate values and identity. Redefining the workplace led to improvement of employees' satisfaction through user experience design and increase of performance.

For the ground floor uses (reception, showroom, exhibition area, commercial kitchen, conference room & production facility) an ultra-versatile industrial design was created with the combination of the concrete elements to be kept visible, metal pipes for cabling and seamless terazzo to be dominant in the interior.



Façade cladding, all window frames and glazing, were replaced with new, energy efficient materials and an extruded new two sided shell surface was added at the corner of the building, ultra-visible creating the pop-up distinctive effect that every business aims to have as a means to be profitable and successful.

About STIRIXIS

We are an internationally awarded strategy-through-execution design & consulting firm that focuses on ensuring long-term success and maximizing RoI for our clients.

We work closely with them to define, design, deliver and manage successful, holistic business concepts globally, in Retail, F&B, Hospitality, Workspace and Leisure industries.

Our clients receive from us, not only practical strategic advice grounded on a clear understanding of the implementation and roll-out phases, but also our awarded executional, hands-on services such as customer experience design, architectural design and branding, all aligned and based on a profound understanding of the business context.

**Delivering More. That's our promise.
That's our passion. Since 1996.**

Bloomberg - Dubai Misses Out on the IPO Boom Sweeping Abu Dhabi and Riyadh

Dubai may be the tourist gateway into the Middle East, but equity investors are flocking to its neighbors Abu Dhabi and Riyadh instead, as share sales worth billions of dollars heat up local markets.

Initial public offerings from Saudi Arabia's ACWA Power International and Saudi Telecom Co.'s internet-services unit, as well as Abu Dhabi Ports and Adnoc Drilling Company PJSC are livening up their home exchanges. Yet, the United Arab Emirates' other bourse, Dubai, only has delistings like that of Emaar Malls PJSC on the horizon.

Rebounding crude prices in 2021, further boosted by a global energy crunch, are buoying oil-rich Saudi Arabia and Abu Dhabi, which has also worked hard to revive its local bourse. Meanwhile, Dubai's economy, heavily reliant on hospitality, real estate and tourism, has been ravaged by the pandemic.

"Dubai has a lot of catching up to do: Its liquidity profile is weak in comparison to Abu Dhabi and Riyadh, which are also some of the best-performing emerging markets this year," said Salah Shamma, Franklin Templeton's Dubai-based head of equity investment for the Middle East and North Africa.

Before the recent surge in offerings, Abu Dhabi's stock exchange had gone three-and-a-half years without any IPOs, data compiled by Bloomberg show. Dubai has only seen one small company go public since 2017, while its only prospect of a listing this year went up in smoke when logistics firm Tristar Transport pulled its deal in April.

In other gulf markets, demand for new stocks has been through the roof. Investors placed more than \$34 billion of orders for Adnoc Drilling's \$1.1 billion IPO, while Arabian Internet and Communications Services Co.,



also known as solutions by stc, attracted a whopping 471 billion riyals (\$126 billion) in bids for its \$966 million offering this month.



A tie-up with Abu Dhabi's bourse would be one way to bolster Dubai's market, according to **Vijay Valecha, chief investment officer at Dubai-based consultancy Century Financial.** "Worldwide, stock exchanges are merging to increase their investor base and improve their daily trading volumes."

In the meantime, the deals deluge will likely carry on for Abu Dhabi and Riyadh. The Saudi stock exchange itself and the specialty chemicals business of Saudi Basic Industries Corp. are mulling public listings, as are Emirates Global Aluminium and Adnoc's fertilizer joint venture Fertiglabe, Bloomberg News has reported.

Source: Bloomberg

Concentrix' Investment in Staff Scores Top Industry Recognition

Brandon Hall Awards Concentrix with Four Excellence Awards

Winners of the 2021 Brandon Hall Group HCM Excellence Awards—who create innovative and effective business strategies to improve the human capital management space and help organizations make a more measurable impact on their business—were announced during an online webinar on August 19, 2021.

Concentrix is thrilled to have earned four Brandon Hall Excellence Awards in three separate categories for its innovative strategies and solutions for improving human capital management practices and increasing business value.

For the fourth time, **Concentrix earned a Gold Brandon Hall award for Excellence in Diversity and Inclusion Strategy** for our utilization of the Network of Women staff resource group to diversify our global workforce and provide additional opportunities for career growth. We are dedicated to creating a welcoming and inclusive workplace for our people where they can learn the skills they need to shape their careers.

We also won **two Silver for Excellence in Learning: Best Use of Blended Learning** for our success on the use of a hybrid new-hire curriculum for a Fortune 100 client, and **Best Use of Games or Simulations for Learning** in partnership with our client, Microsoft, for the creation of a custom game-based learning solution on customer expected behaviors which increased levels of customer resolution and overall CX.



In the Excellence in **Talent Acquisition** category, our team's dedication led to a Bronze win for **Best Unique or Innovative Talent Acquisition Program** for our initiative to digitize our end-to-end recruitment process for a simpler, faster, more convenient, and safer hiring experience during the pandemic. We are honored to receive these awards.



OUR PROMISE

We pledge to challenge conventions, create experiences beyond expectation, and deliver outcomes unimagined, for our clients, their customers and staff. This promise is driven by four key ideas that help us back our words with action, and promote actual positive change for our people and planet.

ONE CONCENTRIX SOLUTIONS

We help brands by crafting a full-suite, customizable solution that supports the customer journey at every touchpoint, and covers all your needs so they align with those of your customers—all while creating consistently exceptional experiences.

How Cloud Migration And AI Can Help Reduce Carbon Footprint

While it's true that the pandemic has taught us the significance of leading a healthy life, it also inarguably has instilled in us a greater sense of concern for our environment — which has deeply suffered over the last century due to catastrophic industrial carbon emissions and global warming.

This has also put pressure on business leaders all over the world to scrutinize the impact of their organizations on the climate and, thus, respond to the impending threats of global warming. In fact, the goal of the Paris Agreement is to "limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels."

To meet this goal, Boston Consulting Group (BCG) notes that "we must reduce these carbon emissions by 50% by the end of this decade, according to the Science-Based Targets Initiative."

With the booming startup ecosystem already forging ahead with low carbon solutions the world over, AWS India and South Asia President of Commercial Business Puneet Chandok believes that "it is imperative that enterprises, public sector organizations and policymakers factor in sustainability as a critical part of their cloud migration decisions."

Here comes the role of cloud technology, which can effectively help companies all over the world with "decarbonizing" by migrating from on-premises data centers to cloud infrastructure.

According to a report by 451 Research (a part of S&P Global Market Intelligence), "moving applications to the cloud could compress the energy footprint of a workload to one-fifth of that of running the same workload in on-premises data centers."



The above-mentioned report also revealed that, due to the use of the latest and more energy-efficient servers in cloud data centers, a dramatic improvement in the reduction of carbon emissions is seen. These servers usually function at higher usage rates than on-premises data centers.

However, it is not easy for every organization to reduce or offset the carbon emissions, as the expenditure and challenges in measuring the full extent of these emissions is a long, winding process. To solve this problem, artificial intelligence (AI) can play a big role.

How To Incorporate AI And Cloud In Order To Improve The Climate

AI can play a pivotal role in improving the climate by enhancing the climate change strategy — which, in turn, can help limit greenhouse gas (GHG) emissions in multiple ways.

In a recent study by the Capgemini Research Institute modeling, AI is projected to assist an array of organizations in varied industries from consumer products and retail to automotive and many more in fulfilling up to 45% of the Paris Agreement targets by 2030.

How Cloud Migration And AI Can Help Reduce Carbon Footprint

One of the significant ways in which companies can start incorporating AI to initiate climate change is by employing its use in machine learning. Machine learning supports efficiencies in power generation and distribution, right from leak monitoring and autonomous maintenance to route optimization and fleet management. It can help in utilizing the anticipated forecast judiciously and allocating renewable resources sustainably.



Business leaders — big and small — can educate themselves and their technical team as to how AI can also contribute indispensably in the hydro-power industry. The exceptional computational model created by eminent computer scientists, researchers and ecologists from Cornell University stands as a testament to the same. The model is being proposed in the Amazon basin through which the hydropower dams can produce an exceptionally low amount of GHG emissions.

Further, companies and government organizations must adopt AI in their transportation, which can also help in curtailing CO2 emissions by using smart transportation solutions.



Abheek Dutta
Co-founder, **Henson Group India**



Corporates and government organizations can deploy AI solutions to reduce energy waste from buildings or offices that account for almost one-quarter of CO2 emissions. This can be done by understanding the supply and demand of buildings and offices and allocating the required resources accordingly.

Needless to say, AI has a huge amount of untapped potential that can be used to redefine the climate change strategy and pave the way for environmental sustainability. As suggested by BCG, a three-pronged approach is much-needed for companies to mitigate their carbon footprint using AI and cloud. The strategy is to aim high, start small and scale fast. By using AI to determine where to apply technology, using prototypes to build the foundation for learning and growth, and using the MVP concept to design the most practical AI solution along with building core capabilities, one can really scale high and reap the benefits of AI in reducing the carbon emissions — hence, improving the climate.

A Master Stroke For Richness & Abundance Through TEAM 360'S Combo-Pack Franchisee Module which will Change the Whole Paradigm

As everybody is unique in this world, **360 DEGREE CHANGE TRANSFORMATION PVT. LTD.**, a valued member Company of CEO CLUBS, DUBAI, [its nickname is **TEAM 360 GROUP**] has brought sure shot method to tap the in-born talents of the people for prosperity.

Do you wish earn mindboggling “RE-TURN-ON-INVESTMENT” within a short period of time with meager Investment through our Franchisee Module? Here is the answer:

MEE TOO EARNED FABULOUS MONEY THROUGH THE CONCEPTS OF TEAM 360: A SUCCESS STORY OF OUR FRANCHISEE MR. KANHU CHARAN NAYAK [INDIA]



I am a young person in my twenties, engaged in Education related activities. Just before the commencement of the COVID-19 pandemic in India, I took the Franchisee from TEAM 360 & was

imparted two day's ONLINE intensive Training to have in-depth knowledge of DMIT, Pineal Gland Activation, Extra Sensory Perception [ESP], Photographic Memory & Quantum Speed Reading [QSR] concepts. During the pandemic period, when the business activities of most of the businessmen are literally at standstill, I made fabulous money by conducting the business concepts of TEAM 360 through Online. Within one month's period of Lockdown due to Covid-19 pandemic, I earned money about U.S. Dollars \$ 10000 through the ONLINE activities of TEAM 360.

360 Degree Change (T) Pvt. Ltd.



Members of TEAM 360 GROUP

Total Investment:

*[All figures in U.S. DOLLARS \$]

Option [I]

Total One Time Investment for Exclusive Rights in Entire Country - **1,50,000**

Option [II]

Total One Time Investment for Individual's Rights in any Country (i.e. other people may be given such Individual's Rights) - **15,000**

TOTAL EARNINGS IN 3 YEARS

A) Total EARNINGS from 200 Schools:

A Batch of 100 Students per School; Fees @ 300 per student = 30,000 from each school X 200 Schools = **60,00,000**

B) Expenses: (i) Royalty @ 10,000 per month X 12 months = **1,20,000**

C) (ii) Misc. Expenses @ 1,000 per School x 200 Schools = 2,00,000 X 10 months activities in a year **20,00,000**

D) Total Expenses per Annum [B + C] **21,20,000**

E) Total Earnings per Annum [A – D] **38,80,000**

A Master Stroke For Richness & Abundance Through TEAM 360'S Combo-Pack Franchisee Module which will Change the Whole Paradigm

F) Average monthly Earning = $38,80,000 / 12 = 3,23,333$

J) Total Earning in 3 Years [3 x E] **1,16,40,000**

*Goods & Service Tax [GST] Extra to be charged @ 18%

[i] RETURN-ON-INVESTMENT [PER YEAR]

Option [I]: $3880000 \times 100 = 2586\%$
150000

[ii] RETURN-ON-INVESTMENT [PER YEAR]

Option [II]: $3880000 \times 100 = 25866\%$
150000

Some of the most popular concepts of TEAM 360 GROUP are given below:

1] D.M.I.T. [DERMATOGLYPHICS MULTIPLE INTELLIGENCE TEST]:

This is a Fingerprints Test in which a person's each finger's three dimensional images are taken and a 36 page's Report is prepared. The Report will disclose the dominance of Right or Left Brain; if Left Brain is dominant, then the person could memorize the answers of any questions either (a) by viewing it or (b) by listening it or (c) by writing it. According to the research papers of various Psychologists, Medical Experts & Scientists, the difference of dominance between the Left & Right Brain should be less than 7%. The DMIT Report will disclose following in-born talents of a person:

- a] Whether the person prefers to remain alone?
- b] Whether the person can interact with the unknown people easily?
- c] What is the logical power of the person?
- d] Whether the person could recall the objects seen by him earlier?

e] Whether the person feels laziness in domestic work or outdoor work?

f] Whether the person has proficiency in the local or foreign languages?

g] What is the level of Musical Intelligence of the person?

h] What is the level of Musical Intelligence of the person?

i] Whether the person has more fascination towards natural scenery or natural living beings?

j] Whether the person could memorize the answers of any questions in meaningful or pictorial formats / diagrams etc.?

k] Whether the person could memorize the answers of any questions in meaningful or pictorial formats / diagrams etc.?

The most important & wonderful aspect of the DMIT REPORT is its disclosure about the four Pillars of the person. These pillars are:

A] I.Q. (Intelligence Quotient) Level: It means, apart from academics, the level of a person's grasping power in other activities.

B] E.Q. (Emotional Quotient) Level: It means the emotional level of strength or weakness of the person. If the person is reprimanded, whether he will remember it for a longer period of time? If he is reprimanded again after some days, whether he could recall the exact words of earlier reprimand? Whether the person may have the thinking of committing suicide? If any such things are there, the DMIT Report will disclose it & also suggest some remedial measures to overcome it.

C] C.Q. (Creativity Quotient) Level: It discloses the level of creativity, the leadership quality & his spiritual level also.

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D] A.Q. (Adversity Quotient) Level: It discloses the level of Adversity in a person. It has been observed that usually, the children have lesser level of Adversity Quotient. The children prepare well for the exams but when the exam date approaches near; they start developing some complications like headache, stomach ache, get nervous quickly or even fall sick. When they get Question Paper in Exam, they become blank of mind, they tend to forget everything whatever they learnt earlier. The child or person is scared of the stage (stage phobia) or scared of meeting with the unfamiliar persons etc. If such things are there, it is disclosed in the Report & its remedial measures are also suggested to overcome it.

Based on the strengths & weakness disclosed in the Report, the most suitable Career options are also advised. Whether the person (especially the children) could be more successful in Engineering field, Medical Field or in Management / Administration field etc.? Out of these options, what would be most suitable Career option where the child or person's success level would be higher due to the strengths of his in-born talents?

There is no age limit for the DMIT Test. Any person ranging from the age of one year to 100 years could get his DMIT Test conducted.

2] PINEAL GLAND ACTIVATION [Mid-Brain Activation] Workshop: In order to get rid-off the weaknesses disclosed in the DMIT REPORT, a 12 Day's Workshop (usually held on Sundays) is conducted. The children, who attend this Workshop undergoes 40 types of Brain-Gym Exercises and also listen a special binaural beat music. The amazing outcome of this workshop is as under:

- a] The memory power of the children enhances manifold.
- b] The content, which a child was able to memorize in two hours, now he could recall the same content within half an hour.
- c] The concentration power of the children improves.
- d] The self-confidence of the children improves.
- e] The maturity level of the children improves.
- f] The photographic of the children improves.
- g] Apart from above, the children also develop a unique talent. They can identify the colours & read the contents blindfolded, just like an ordinary person can do with his open eyes.

Both of these two courses are called Basic Course. After completion of the Basic Course, a child undergoes Advanced Course. These courses include following programs:

3] Extra Sensory Perception [E.S.P.] Workshop: Five classes are conducted in this course. After completion of this course, the child's intuition power enhances manifold. After practice of some time, they could even sense which types of questions may be asked in their forthcoming examinations and what would be its answers? When asked from the children, how could they guess so accurately in advance, they answered: while studying, these questions are flashing repeatedly in front of their eyes and they have an intuition that it may be asked in the examinations? When we appear in the examinations, the same questions are found in the Question paper.

4] Photographic Memory Workshop: Under this Workshop, 12 sessions are conducted on every Sunday. Human Brain is consists of Left Brain & Right Brain. Left Brain understands "Logical Thinking" whereas Right Brain understands "Creativity".

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Human Brain can grasp all the “Creative” things much easily and can remember it for a much longer time also. For example, a movie consists of more than 18,000 scenes (visuals) which a person could remember easily for a longer duration.



These scenes are displayed in a very creative manner like Dance, Music or Action Scenes etc. whereas when the student read books, most of its contents are forgotten very quickly because the books lack creativity. Thus, in the Photographic Memory Course, 240 exercises are practised / conducted through Videos in such a manner that the students could easily remember the long paragraphs, maps, images etc. At the end of each workshop, a special music, “Alpha Music” of one hour’s duration is played.



5] Quantum Speed Reading [Q.S.R.]:

After completion of Photographic Memory Workshop, this Workshop is conducted. Total 14 sessions of four & half hours are conducted (usually on Sundays). The results of these workshops are amazing. After completion of this workshop, the participant child could tell (blind-folded) on which page, which image is printed or tell the “gist” of the written material, just by “flipping” the book near his ears or by smelling the book for a few seconds.

This Workshop develops the talent till the child could tell the gist without opening the book. Just imagine, what would happen when the same child would read the opened books thoroughly; how soon he could memorize the books?

A normal child could read around 100 -150 words per minute but after completion of this workshop, the same child could read 350 – 400 words per minute. His learning speed increases manifold. Simultaneously, one hour music of Q.S.R. is also played. During each workshop, a special music; “Q.S.R. Music” is played.

Dr. N. K. SHARMA
SENIOR PROJECT MANAGER

Visit: www.team360.org/

Fine Hygienic Holding launches Win-a-Car Campaign

As part of its ongoing efforts to reward and give back to customers, Fine Hygienic Holding (FHH)—a world-leading wellness group and manufacturer of hygienic paper products and germ protection solutions—has officially launched its new Win-a-Car Campaign, giving Fine customers in Jordan the chance to win a 2021 Volkswagen Passat.

Between now and the middle of October, customers across the Kingdom who purchase any of a wide range of Fine products (including facial tissues, toilet paper, kitchen towels, and baby diapers) should be on the lookout for a special key inside their purchase. The finalists who find these exclusive keys will be entered into the official draw and invited to an exclusive ceremony, where one lucky customer will drive away in the brand-new car.

Speaking on the launch of the campaign, **FHH's CEO James Michael Lafferty** said, "We at Fine are always looking for new, creative ways to reward our customers for their trust and loyalty. Through our Win-a-Car Campaign, we are delighted to add a touch of excitement to the experience of buying our products, while giving these customers the chance to win a valuable, life-changing prize."



Consumers throughout Jordan can participate in the Win-a-Car Campaign by purchasing Fine products anywhere they are sold. Those who find one of the prized keys in their original purchase will also find a card detailing the terms and conditions for entering to win the 2021 Volkswagen Passat. In addition to registering for the final draw via Fine's toll-free customer service line (08 22 221 00 or 06 40 22251 ext. 1224 – 1103), key recipients must keep the original product package, as well as the key and card contained in the package.

Along with its efforts to add value and excitement to the customer experience, Fine inspires loyalty by enhancing its products with industry-leading technologies and innovations—including its patented SteriPro™ method for manufacturing sterilized facial tissues; the SmartLock™ technology employed in its Fine Baby line of diapers, which works to lock in wetness and prevent leaks; and the patented technology that is featured in its Fine Guard line of personal protective equipment (PPE).

Source: www.finehh.com/News/

Micro Focus Unveils New Compliance Archiving and Supervision SaaS Product Optimized for Mid-Sized Organizations

Digital Safe Foundations is a Cloud-Native Archiving and Supervision Solution for Organizations Operating Under Strict Regulatory Oversight

Micro Focus (LSE: MCRO; NYSE: MFGP) today announced Digital Safe Foundations, a cloud-native and social collaboration-optimized archiving and supervision solution designed specifically for mid-market organizations operating under strict regulatory compliance protocols.

With Digital Safe Foundations, organizations in the financial services, banking, and insurance industries, as well as federal government agencies, can now deploy a high-performance compliance archiving and supervision solution that delivers the capabilities to minimize compliance risk, simplify IT operations, and focus internal resources on core-business innovation and competitive differentiation. The Micro Focus Digital Safe Foundations solution helps customers address the potential risk of employees using social collaboration tools improperly. The associated costs can include intellectual property loss, regulatory agency fines and penalties, litigation, reputational damage, and much worse. Furthering the risk, communications and content shared via such platforms— including both social media and collaboration tools – are significantly more diverse and complex than email, and thus more challenging to monitor.

Micro Focus' Compliance Archiving and Supervision solution supports highly regulated industries and furthers the Micro Focus commitment to helping the market manage compliance, regulatory, privacy and reputational risks across global financial services, banking, and insurance industries.



“Mid-Sized organizations across highly regulated industries have long needed to choose between compliance archiving and supervision solutions that lack the innovation and capabilities to meet today’s compliance requirements, or breaking the budget trying to find a suitable solution,” said **Scott Richards, General Manager, Information Management & Governance at Micro Focus.**

“To address this immense gap in the market, Micro Focus now offers Digital Safe Foundations, a cloud-native compliance solution that was specially designed to support the strategic needs of specialized enterprises and government agencies through a secure and compliant multichannel archiving system.”

Digital Safe Foundations delivers the benefits of integrated functionality across all modules and archives all business communication, social collaboration, and email platform content among others, into one unified, compliant archive content store. The release of Micro Focus Digital Safe Foundation capabilities includes a range of other innovations:

- >> Managed Service
- >> Social Collaboration Compliance
- >> Data Insights and Advanced AI
- >> Powerful Precise Search

Visit: www.microfocus.com/

RAKEZ Collaborates with FTI & ELECTRO Optical Systems GMBH to Shed Light on 3D Printing

Ras Al Khaimah Economic Zone has recently joint forces with Falcon Technology International and Electro Optical Systems (EOS) GmbH in organising an additive manufacturing (3D printing) workshop. Held at Falcon Technology International's headquarters in Al Hamra, the event focused on showcasing how 3D printing helps manufacturing companies reduce costs while increasing production, speed and innovation.

The interactive session was hosted by German 3D printing experts, Mr Dil Nicolas, Additive Manufacturing Consultant of EOS GmbH, and Mr Markus Glasser, Senior Vice President of EOS GmbH, who also conducted a live demonstration of the 3D printing process. Among the attendees at the event were senior executives representing various industries such as automotive, consumer products manufacturing, medical and pharmaceutical, aerospace, food production and infrastructure.



“We aim to be the leading company in additive manufacturing and we need to raise the awareness regarding our technology to reach a wider audience. The workshop was a great platform to introduce the importance of additive manufacturing in business,” said Sanjay Gupta, CEO of Falcon Technology International. “We appreciate RAKEZ’s efforts to make this workshop successful by encouraging fellow RAKEZ companies to join the event and potentially open up B2B collaboration.”



Ramy Jallad
Group CEO of RAKEZ



Commenting on the workshop, Ramy Jallad, Group CEO of RAKEZ said: “Today, RAKEZ is a powerhouse economic zone with a family of over 15,000 companies. Our goal is to develop a collaborative ecosystem where all these clients do business together and serve one another. We partnered with Falcon Technology International and EOS GmbH in this event to encourage the leading manufacturers within our zones to get acquainted with suppliers and service providers within their supply chain, who are also part of the RAKEZ community; and we will be exploring more digital and physical events in the coming months to boost B2B collaboration amongst RAKEZ clients.”

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



An Inbound Marketing Agency Based in **Switzerland** is looking to Expand its Methodology & Services in the Middle East and is Interested in **Investors & Partners**

An Inbound Marketing Agency Based in Switzerland is looking to Expand its Methodology & Services in the Middle East and is interested in Investors & Partners who would like to be part of this growth trajectory

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13 year old organisation in Public Relations & Corporate communications agency is looking to further expand its nature of services and is interested in investors who would like to be part of this growth trajectory.

13 year old organisation in Public Relations & Corporate communications agency is looking to further expand its nature of services and is interested in investors who would like to be part of this growth trajectory.

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If you are an investor looking for a passive income with high profits, our CEO Clubs valued member provides a trading token which is the right choice for you.

If you are an investor looking for a passive income with high profits, our CEO Clubs valued member provides a trading token which is the right choice for you. This token provides investors the opportunity for high profit (X15) due to growth stage position

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CEO Clubs Member is looking for a partners in agricultural commodities (Rice, Cooking Oil, Sugar, Wheat), real estate, refined petroleum products trading and automotive vehicles.

CEO Clubs Member is looking for partners in agricultural commodities (Rice, Cooking Oil, Sugar, Wheat), real estate, refined petroleum products trading and automotive vehicles.

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The business of a hotel apartment in sharjah is available for sale

The business consists of 40 one-bedroom hotel apartments, a restaurant area, and a banquet hall. The premises also has a small swimming pool, gym and steam, and sauna facilities.

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A unique patented immobile device, Access2All, that provides autonomous access to the sea for people with mobility issues, is looking for **investors to market, sell and distribute** its products first of its kind in the GCC region

Access2All is an immobile device, that provides autonomous access to the sea for people with mobility issues.

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A unique premium pharmaceutical yet scientific **Natural products made in USA**, is looking for **investors to market, sell and distribute** its products first of its kind in the GCC region.

A unique premium pharmaceutical yet scientific Natural products made in USA, is looking for investors to market, sell and distribute its products first of its kind in the GCC region.

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SolerCool Technologies offer from 10% up to 15% discount on its products to the members of the CEO Clubs Network.

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JVK Shipping Services offers 20% discount on storage and transportation to CEO club members.

JVK Shipping Services offers 20% discount on storage and transportation to CEO Clubs members if they choose our warehouse / storage facility located in Al Quoz.

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S P Jain Global offering specialised Corporate Training & Executive Education Packages at reduced prices (upto 50 %) exclusively for CEO Club members.

S P Jain Global - A world top 10 ranked Australian Business School, based in Dubai is offering specialised Corporate Training & Executive Education Packages at reduced prices (upto 50 %) exclusively for CEO Club members.

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United Advocates offers CEO Clubs members a special 15% discount on their standard rates.

United Advocates offers CEO Clubs members a special 15% discount on their standard rates.

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Henson Group offers Free Migration to Cloud : Azure / AWS to CEO Clubs Members.

Henson Group offers Free Migration to Cloud : Azure / AWS to CEO Clubs Members.

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SHREEM OHM offers 20 % Discount to CEO Clubs Members on Digital Chakra Scan, Energy Chakra Balancing, Aura Readings, RE-Energizing 5 Elements and 5 Senses Scan.

SHREEM OHM offers 20 % Discount to CEO Clubs Members on Digital Chakra Scan, Energy Chakra Balancing, Aura Readings, RE-Energizing 5 Elements and 5 Senses Scan.

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Discounted offer on our professional fee for CEO Club Members, who are availing our services in the month of August and September 2021.

Chancery Chambers are pleased to announce a discounted offer on our professional fee for CEO Club Members, who are availing our services in the month of August and September 2021.

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GTC Global Trade Capital offer 15% bonus for CEO Clubs members for trading purpose.

GTC Global Trade Capital offers 15% bonus for CEO Clubs members for trading on their platform. If a CEO Clubs member deposits USD 100,000, then he/she he will get USD 15,000 bonus.

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CEO Clubs Events Exclusive for Members

-  CEO Clubs Member Virtual Meeting on Wednesday, **6 October 2021**
-  CEO Clubs Panel Discussion "The Power of Green - The Future of the Circular Economy" on Tuesday, **12 October 2021, EXPO Site - Indian Pavilion, Conference Centre**
-  Senegal Country Business Briefing Forum on Wednesday, **13 October 2021 at EXPO Site - Business Connect Centre**
-  Senegal Investment and Business Opportunities on Thursday, **14 October 2021 at EXPO Site - Dubai Exhibition Centre, HALL 2A South**

CEO Clubs Partnering Events

-  UNDRR ARISE UAE Panel Discussion "Preparedness & Mitigation in Disaster Risk Management - Lessons from the Past" on Tuesday, **12 October 2021**
-  Lagos Business Summit - Largest Nigeria Province on Thursday, **21 October 2021**



CEO Clubs Network

CEO Clubs EXPO Event Panel Discussion



The Power of Green, The Future of Circular Economy

TUE | OCT | 3:00
DAY | 12 | PM

Venue: EXPO SITE, India Pavilion, Conference Centre



UAE
Panelist



Dr. Mohammed Saeed Al Kindi
UAE Former Minister
Water & Environment

USA
Panelist



Dr. Tariq Nizami
Founder & CEO
CEO Clubs Network
Worldwide

FRANCE
Panelist



Mr. Serge Conesa
Founder & CEO
Immersion4

LEBANON
Panelist



Mr. Ghassan Farouk Afoui
Managing Partner & Inventor
Steel Wood Industries

USA
Panelist



Mr. Sergei Millian
CEO
Regal Assets Group Holding

INDIA
Moderator



Dr. Christopher Abraham
CEO & Head Dubai Campus
S P Jain School of
Global Management

CEO Clubs EXPO Partner



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WEDNESDAY, 13 OCTOBER 2021
16:00 - 18:00

SENEGAL
COUNTRY BUSINESS BRIEFING FORUM

**VENUE: DUBAI EXPO SITE,
BUSINESS CONNECT CENTER**

RSVP



THURSDAY, 14 OCTOBER 2021
13:00 - 17:30

**SENEGAL INVESTMENTS AND
BUSINESS OPPORTUNITIES**

**VENUE: DUBAI EXPO SITE,
DUBAI EXHIBITION CENTER, HALL 2A SOUTH**

RSVP



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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

MISSION

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

VISION

The Best Business Platform for CEOs & Decision makers worldwide.

VALUES

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

Contact us

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