



CEO Clubs Network®

CEO CLUBS NETWORK E-NEWSLETTER

April 2021
Issue

“Creating
Salaries,
Manifesting
Dreams”



Gloria Beléndez Ramírez

Happiness Ambassador and Founder of Villas Xichu

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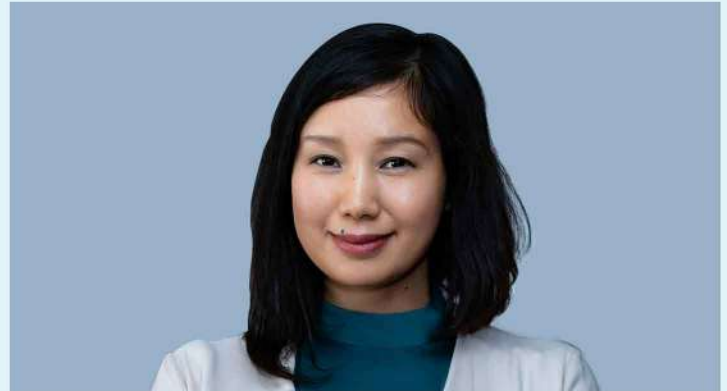
Engagement Matters

Sarah Dong
Executive Director / CEO Clubs Network

Engagement is one of the most frequently word being used in our corporate world. Either SME or Large Enterprise treat it very important in terms of retaining customer relationship, providing excellent service and team building.

Organizations like Chamber of Commerce and Business Club, the engagement is the key for sustainability, ability of continually serving to its members and clients. With 12 years of serving to CEO Clubs Community, I am thrilled to share how CEO Clubs practice the engagement in the organization.

The engagement with CEO Clubs Members, we carefully conducted innovative measures: New Member Orientation, Engagement Meeting, Happy Member Interview, Member of Month, Member' Article and News, Member Offer, Members Business Opportunity, Quarterly Survey, Webinar and Workshop, Facilitate Member's Connection and etc. These mechanism set in our daily routine makes sure effective communication and implementation.



The member engagement with fellow member, we facilitate, encourage and push it through the number of ways: Clubs events online and offline, CEO Clubs mobile app (Member Directory), initiate and facilitate one on one meeting, members' chat group, visit and form delegations to member's company or international business leisure trip.

Community building needs every single member and team engagement. It can be a call, an email, a WhatsApp message, a visit, an virtual meeting, a suggestion, a feedback, a request, a new opportunity, a new offer, bring a new member, offer a new solution, spread a word, give a business, knowledge sharing, free consultancy and more. Be part of the value chain, engagement really matter, and it benefit to all!



RAK Chamber and CEO Clubs Network collaborate to drive business activities



Ras Al Khaimah Chamber of Commerce and Industry (RAKCCI) and CEO Clubs Network have signed a cooperation agreement to support and develop the skills of leaders and managers of private companies in Ras Al Khaimah through attracting CEOs from around the world to empower the business community in the emirate.

Mohamed Ali Musabbah Al Nuaimi, Chairman of RAKCCI, stressed the importance of the collaboration with CEO Clubs Network through a variety of upcoming events, which will cover owners of small and medium enterprises (SMEs), young CEOs, and practiced CEOs.

Al Nuaimi added that SMEs should be the priority, being one of the key sectors in both the emirate and the UAE. He underscored the importance of supporting all segments of the business sector by offering global solutions to transform challenges into opportunities that help drive investment activity in Ras Al Khaimah.

With over 6000 factories operating in Ras Al Khaimah, supporting and diversifying industrial

activities in the emirate and promoting them through events with the CEO Clubs Network will help draw investors to this vital sector, in line with the industrial strategy that has been launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Al Nuaimi pointed out.

Dr. Tariq Ahmed Nizami, Founder and CEO of CEO Clubs Network Worldwide, said that, under the agreement, CEO Clubs Network will provide a platform which members of the RAKCCI can use to communicate with local and international companies to exchange expertise and invite delegates to visit and explore the investment opportunities in Ras Al Khaimah.



CEO Clubs Welcome New Board Members



Dr. Tariq Nizami welcomes HE. Mher Mkrtumyan Ambassador of Armenia in the UAE to CEO Clubs Network Ambassador Board. Business opportunities were discussed and how to promote their country for tourism and investment.



Dr. Tariq Nizami had a great meeting with Mr. Jose Bassila, the Commercial Counsellor at Embassy of Guatemala in the United Arab Emirate. They discuss the possible synergies to collaborate and other benefits of mutual interests.



Dr. Tariq Nizami had a meeting with the Ambassador of Lebanon in the UAE HE Fouad Chebab Dandan. Discussions focused on Lebanon's membership as a full member of CEO Clubs Network as well as the latest regional and international developments of common interest



During the visit to the Embassy of the Republic of The Philippines H.E. Hjayceelyn M. Quintanaand and Dr. Tariq Nizami discussed the top solutions that focused on marketing of F&B industry, both sides are happy with meeting and hopeful of its positive outcomes.

CEO Clubs Welcome New Board Members



Dr. Tariq Nizami, welcomes H.E. Mohammed Dansanta Rimi - Ambassador of Nigeria to the CEO Clubs Network. This collaboration will play important role in business development and investment opportunities in Nigeria.



Yet another successful meeting with H.E. Onismo Chigejo- Deputy Ambassador of Zimbabwe to the UAE with Dr. Tariq Nizami, CEO/Founder CEO Clubs Network to discuss the mutual benefits and how to assist Zimbabwe economy to grow.



H.E. Excellency Abdulkadar Memedi, Ambassador of North Macedonia to the UAE, meets with CEO Clubs founder Dr. Tariq Nizami. Both sides expressed their ideas and exchanged views on the business environment in North Macedonia at present as well as the opportunities in the country.



CEO Clubs founder Dr. Tariq Nizami meets with Republic of Maldives Deputy Ambassador Mohamed Faisal. Both parties expressed hope to boost the investments and commercial exchange between the two parties, especially in the fields of tourism and business partnerships.

CEO Clubs Welcome New Board Members



Great honor to welcome H.E. Roberto Blanco Dominguez, Ambassador of Cuba to CEO Clubs Network Ambassador Board to strengthen business relationship and investment opportunities.



Dr. Tariq Ahmed Nizami, Founder of CEO Clubs Network officially welcomes His Excellency, Mohammed Abu Zafar, Ambassador of Bangladesh in the UAE to be one of CEO Clubs Network Honorary Member in Ambassador Board.



Republic of Indonesia, Consul General to the UAE H.E K. Candra Negara and Dr. Tariq Nizami had a meeting on April 29 to discuss strengthening means of cooperation between CEO Clubs Network and the Indonesia in the fields investment, business opportunities and tourism.



Dr. Tariq Nizami had a meeting with H.E. Rose-Ann Benjamin, Consul General of Grenada, in Dubai, UAE. They discuss wide range of topics covering expo , trade & economic cooperation, Industrial and Agricultural cooperation.

CEO Clubs Welcome New Board Members



Dr. Tariq Nizami welcomes H.E. Waravuth Poupinya of Royal Thai Ambassador in U.A.E to the CEO Clubs Ambassador board.



Our CEO/ Founder Dr. Tariq Nizami met with His Excellency Mr. Jean-Claude Adrienne, Ambassador of Seychelles to the U.A.E. in Abu Dhabi to discuss business opportunities, partnership between CEO Clubs Network and the Embassy of Seychelles.



CEO Clubs Network Founder and CEO, Dr. Tariq Nizami had a successful meeting with H.E. Mr. Mohamed Almheiri, Director General of Abu Dhabi Chamber of Commerce and Industry along with Dr. Syed Qaiser Anis, President of Pakistan Business Professional Council (Abu Dhabi).



CEO Clubs Network founder Dr. Tariq Nizami welcomes His Excellency Krishna Prasad Dhakal, the Nepal Ambassador in UAE to the CEO Clubs Ambassador Board. It will further strengthen our cooperation in promoting the Nepal's trade, investment, and tourism worldwide.



Congratulations!

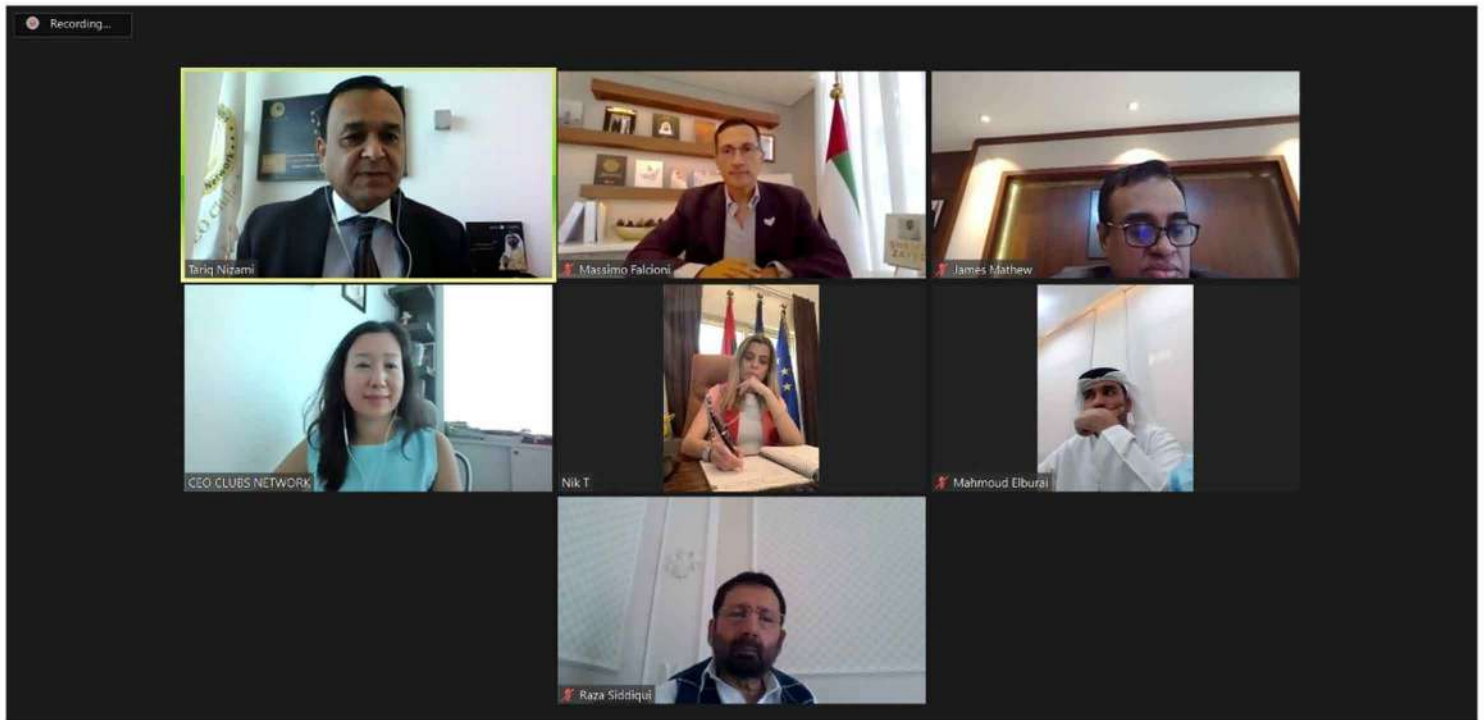
Dubai Police recognized the efforts of the CEO Clubs Network for its contribution to the youth in the United Arab Emirates.

CEO Clubs Network



"Swimming with the Sharks" was successfully conducted by the Arise UAE supported by CEO Clubs Network with guest of Honor H.E. Dr. Ahmad Belhoul Al Falasi, Minister of State for Entrepreneurship & SME with Dr. Mahmoud Al-Burai, Chairman - ARISE CEO - Dubai Land and Dr. Tariq Ahmed Nizami, ARISE Vice Chairman, Founder and CEO, CEO Clubs Network.

Advisory Board Meeting



The CEO Clubs Network conducted Quarter two Advisory Board Meeting for last April 20, 2021, attended by the CEO Clubs Advisory Board Members to discuss the topic **"Planning of Community Goal Q2 & Executing Ideas."**

This board meeting aims to enhance the services CEO Clubs offers to its members. For the past months, CEO Clubs has been busy planning the upcoming events for the next six months, working closely with the Expo Dubai for their pavilion to manage the events like the business delegations, B2B Meetings, etc. CEO Clubs is planning to come up with a new initiative that can contribute to the local economy despite the current crisis.

Highlights of the meeting are below:

- CEO Clubs intensive interaction with Expo/Pavilion participants
- CEO Clubs community play a key role in the policymaking of UAE in the year 2021
- CEO Clubs will provide financial solutions to members
- Associate with different groups like chambers, federations, trade associations, etc.
- Engaging with Diplomats from the Embassies and Consulates
- Webinar Organizing with interesting topic and high profile speakers
- Growing members with sharing a few profiles for CEO Clubs team to provide joining information

CEO Clubs will focus on creating more opportunities and exciting events for the members.

Our Partner Event, Sharjah Economic Ramadan Majlis on 21 April 2021



In the light of holy month of Ramadan, CEO Clubs Network took a great pleasure of supporting the Sharjah Economic Ramadan Majlis on 21 April, 2021 by Sharjah FDI Office (Invest in Sharjah), Sharjah Investment and Development Authority (Shurooq) and Sharjah Chamber of Commerce and Industry (SCCI), titled “The Role of the New Industrial Strategy and Commercial Companies Law in Developing the National Economy and Enhancing its Competitiveness”.



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 achieved their respective goals for more than 15 years. Attracting new members to our Network and assisting them expansion will continue 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 boundary, 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

Highlights of CEO Clubs Members Virtual Meeting

The CEO Clubs Members Virtual Meeting "International Collaboration - China" in association with **Cheung Kong Graduate School of Business (CKGSB)** slated last April 14, 2021, was a well-attended session with the business leaders from the CKGSB Alumni. This virtual meeting aims to create opportunities and open doors for collaborations between CEO Club's members and CKGSB Alumni.



CEO Clubs Members Virtual Meeting "International Collaboration - China"
 in association with
Cheung Kong Graduate School of Business
 Wednesday April 14, 2021 11:00 AM (GST)

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Highlights of the event:

- Mr. Bo Ji the Assistant Dean of Global Executive Education & Chief Representative for Europe at Cheung Kong Graduate School of Business (CKGSB), a leading business school in China. He shared that they believe that "we should lead our students not just about to talk about profit but to talk about impact".

- He added that it is important to stimulate the corporations, activating the social capital that enables the corporation to create impact with big capital.

- One of the guests is Mr. Xiaobin Zhao, CEO, and Co-Founder of Cambond Capital, a start-up company based in the UK. He started a project

Highlights of CEO Clubs Members Virtual Meeting

project in China to develop seeds coaching materials for agriculture to change the situation in dealing with environmental issues. They used food waste or bioproducts for agriculture that can turn them into adhesive. He is open to working with all the Club Members to make a change for the environment.

- His Excellency Mr. Marwan Sarkal, CEO of Shurooq joined the session. He shared that in Sharjah, they call it a land of opportunities. UAE is the place where you can grow your business. They welcome all the investors all around the world to look out for those investment opportunities.

- Shurooq is open to opportunities when it comes to recycling, solid, food, water, construction waste, etc. The Ministry of Climate Change and Environment has created an initiative for the seven emirates where each emirates are looking its challenges. In Sharjah they are looking for zero waste to landfill by 2022.

- One of our guest Mr. Alan Cheung, Founder of the GreenAcre Limited, they operate their property funds, investing in SME's Real Estate projects, focuses in Tokyo, London and USA. He wish to expands his business in the Middle East. They help investors diversify their holdings.

- Mohamed Juma Al Musharrkh, CEO at Invest in Sharjah (FDI Office) has shared that they currently have around than 371 Chinese doing business in Sharjah onshore, they also have 250 companies in their Freezones. They are open with Chinese companies, and Sharjah FDI are making sure that all investors are making business easily and connect with different government departments.

- Mr. Thierry Tea, one of the guest has shared that they are operating in a regional bases, Philippines, Cambodia and the rest of the ASEAN countries. He used to be a CEO of the airbus in the Philippines. He as private aviation that can be a good interest in the emirates. They launched a new aviation platform called U-Go Aviation.

- Lazaros Avgeris, CEO of Energy Greece the new member has joined the meeting, shared that they are a commercial energy based in Greece, they do solutions renewable energy, installations, including development and engineering procurement construction.

- One new member has joined us as well, Mr. Sudhir Pandra, CEO of Astron Group, a leading international third party certification focuses on oil and gas, etc. He is open for meetings and networking with all the members.

- Mr. James Mathew has shared that UAE is well positioned as a global gateway for China's access to the key market here. He is inviting investors from China to look at and seek opportunities awaiting in the UAE.

- Her Excellency Hend Obaid Al Mari, CEO of Dubai Land Department joined the meeting as she is looking forward to engaging and working with all members.

- Mr. Srinivas Edara, CEO of Sanable Digital, a new member who joined us introduce his business to the group. An advertising company that works on many brands in UAE.

- A follow up one on one meeting has been conducted after the session.

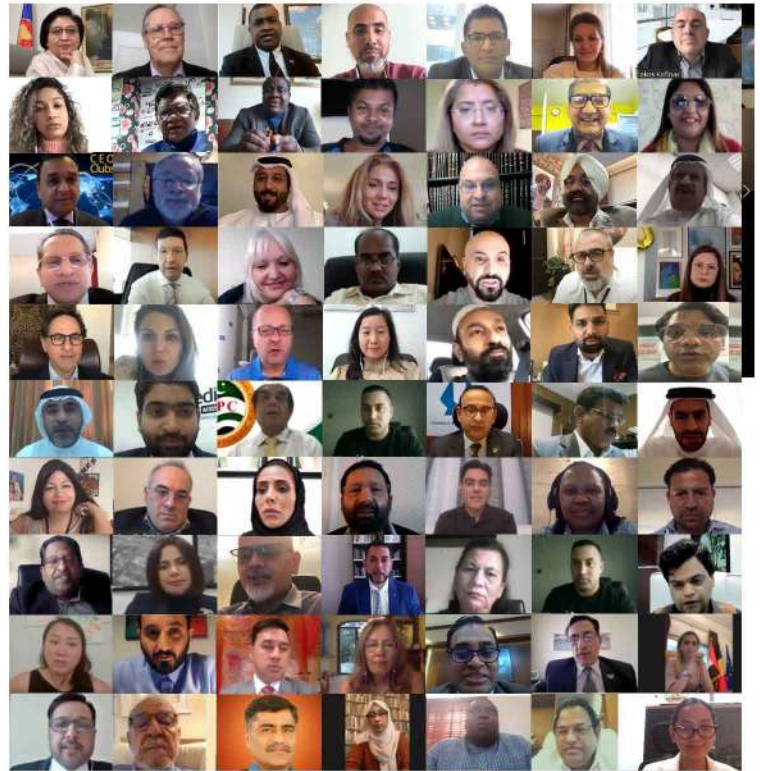


Highlights of CEO Clubs Members Virtual Meeting

Last April 21, 2021 we hosted the CEO Clubs Members Virtual Meeting "**Connecting with the leaders from Ras Al Khaimah**" in association with the RAK Chamber of Commerce and Industry. We had business figures from the RAK shared insightful ideas that will create a greater impact on both CEO Clubs and RAK business communities, further opening doors for collaborations and partnership in RAK, Dubai and other parts of the world.

Highlights of the event:

- His Excellency Avni Arifi, Ambassador of Kosovo in UAE has joined the session and shared the current situation of the country because of the COVID. He is open to engaging with all members and willing to help if they need any assistance.



CEO Clubs Members Virtual Meeting
"Connecting with leaders from RAK"
in association with
RAK Chamber
Wednesday April 21, 2021 11:00 AM (GST)
@CEOClubsNetwork

Email: events@ceoclubsuae.com
Tel: +971 4 346 1112
Mobile: +971 55 384 7066
www.ceoclubsnetwork.com

Proud Winner



Price Comparison



Highlights of CEO Clubs Members Virtual Meeting

- Mr. Lazaros Avgeris is interested in expanding his business in Kosovo area who are active in renewable energy sources, construction and innovation.
- His Excellency Arifi added that they have huge interest in Greece. Kosovo has opened a Trade Chamber in Greece recently.
- His Excellency Arifi added that they have huge interest in Greece. Kosovo has opened a Trade Chamber in Greece recently.
- Mr. Massimo Falcioni, CEO of Etihad Credit Insurance, shared his insights on the topic that Ras Al Khaimah is a best business hub. They work closely with the RAK Chamber as they are a high diversified business that contributes a lot in the country.
- Her Excellency Hend Obaid Al Marri, CEO of Dubai Land Department attended the session and contributed that she would like to hear the RAK 2030 plan, a lot of business initiatives, the government is very smart and active.
- Mr. Lyndon D'Silva, General Manager of Concentrix, he mentioned RAK is a unique combination of natural scenery, he believes that RAK can become the back office customer experience center in the Middle East.
- Ms. Natalia Osadcha from Ukraine, has shared that Ukraine can be a great opportunity for Arabian businessmen in different industries. She is open to connecting to all members interested to set up a business in Ukraine.
- One of the Advisory Board Member of CEO Clubs, Dr. Raza Siddiqui, CEO of Arabian Healthcare Group. They set up one of the best hospitals, medical schools in the region. RAK has become a destination, a medical tourism hub for the residents.
- Her Excellency Nicoleta Teodorovici, Consul General of Romania in Dubai, mentioned that they are looking for organizing economic forum in September, Romania and UAE. She is interested to connecting to all Chambers and RAK Authorities.
- Mr. Izzat Barakat, CCO from RAKEZ joined the discussion and shared that RAKEZ is the gateway for entrepreneurs. They designed the packages as tailor made with their partners pointview.
- Our new member, Mr. Mohammed Afiqu from GTC introduce the company to all members. They deal with currencies and commodities. Encourage everyone to start trading via online platform with a good profit and service.
- A follow up one on one meeting has been conducted after the session.



CEO Clubs Network Category Partner

CEO Clubs Network Category Partner is great a choice in terms of exclusivity and reaching top profile business leaders and doers. The CEO Clubs Network events help businesses enhance their brand visibility and image, showcase their services and products, develop and build long-lasting relationships with CEO Clubs members and VIP guests throughout the year.

Being a partner at CEO Clubs Network events is especially effective as it gives the partner to access a wide range of audiences, such as CEOs, Chairmen, Directors, President, Industry Leaders, and Decision Makers in business and government entities who are your potential partners and customers. These events with trendy topics brought by CEO Clubs speakers present great value in terms of industry insights and excellent ideas, the right and the best platform to achieve your business goals.



Partner Benefits

- Booth setup at CEO Clubs events
- Corporate Video Play for each event
- Sponsor logo on the CEO Clubs invitation cards as "Exclusive Category (Industry) Partner"
- Distribute promotional gifts at the events
- Display marketing materials at the events
- Logo on the event's screen/e-backdrop
- A dedicated banner on our website as an Exclusive Category Partner, with a hyperlink to your website
- Opportunity to become a keynote speaker in one of the events
- Branding at the CEO Clubs Annual Gala Dinner
- CEO Clubs Mobile Application Ads/Push Notifications
- Social Media Exposure during the sponsorship period (once a week)
- 2-4 Senior Executives/C-Level Clients can attend and network with CEO Clubs Members and other VIP attendees at each event
- Your business & investment opportunities will be uploaded to CEO Clubs mobile app
- Announcement during each event
- Each category (industry) is dedicated for one company only
- An average of 2 events will be hosted per month

What is being a CEO Clubbian

After more than a year's absence from Dubai, I am greeted by yet another great experience as a CEO Clubbian that I just have to share, especially amidst the thought that the world all of a sudden came to a standstill and everything is at a halt...

But then you realize that... it is not!

As a member of the platform where we create salaries and manifest dreams in exchanging services or trading in order to generate business, I must add to this the factor that most propels my life: celebrating life.

"I will pick you up at 9 pm !" said CEO Clubs executive director Ms. Sarah Dong.

Eager to embark yet one more time onto something that is surely going to impact my life in a positive manner, I make myself ready to join the Sharjah Economic Majlis 2021.

Upon arrival to Sharjah Innovation Research center

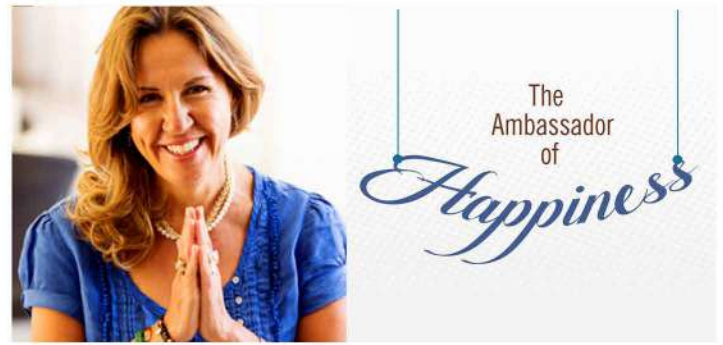
Mesmerized... what impressive work of art!

Greeted with the highest of hospitality

And as usual, I am dumbstruck, especially after all the lessons that being in lockdown globally had brought to the world.

Surely because of my now-greater-capacity-of-appreciating the value of freedom to move, as we arrived at the site it felt like I had wings to fly high towards those light fixtures that seemed to be clouds luring me to dream while resting on their fluffy white bodies. Elated by the feeling of magic, the tepid night wind caressing my skin soothing my simply being made me burst into a huge smile, culminating in me recognizing Sarah in a deep hug of gratitude.

Ahhhh... what beauty... wa alhamdulillah...



Gloria Beléndez-Ramirez
Happiness Ambassador
Founder, Villas Xichú

I suppose that my joy was extremely contagious because the staff in charge, in their beautiful white robes or black abayas seemed to perfectly impersonate the role of angels in that heaven where everything is possible.



Speaking during the seventh edition of Sharjah Economic Ramadan Majlis, Mr. Al Saleh said that the legislation will enable investors and business in 10 new sectors of strategic importance to come under the purview of the law, and the list sectors and the regulations associated with their entry into the local market will be announced by the UAE Cabinet soon.

Top officials creating business links with the international community.

What is being a CEO Clubbian

Our Mexican ambassador Francisca honoring Sharjah's efforts to build a solid community.

Lovely Veronica from Northern Mexico, as part of the researcher group. It is so fulfilling to realize that the younger generation is so committed and effervescent to serve as they learn... viva Mexico Veronica, what a pleasant surprise to meet you in Sharjah's innovation and research center!

Next was the celebration of meeting other CEO Clubs members, enriched with their 2020 stories and how much they had learned and adapted to the global commotion that taught me more about empathy and faith. To share the different impressions of adapting to sudden, stark change amidst confusion was extremely nutritious to the soul.

Switzerland based CEO Club members gathering in full joy.

The lovely smiles of our fellow Ceo Clubs members... remembering just how important it is to keep the human relationship while caring and sharing.

Business was on as usual. New methods of gathering and creating were born as other traditional ways slowly sank to the bottom of disruption... and the United Arab Emirates was back again on the front line, making news, creating bonds, and causing new businesses to emerge.

My business is to entice others to choose happiness, provoking the own health, wealth, and well-being, especially in times of deep challenges like the ones we have been experiencing since early 2020; having been a witness in today's event here in Sharjah has made ME happy... even more propelled to accompany others back to joy, back o that natural state of being that is the human essence and that is so healthily contagious.

Thank you CEO Clubs for yet again, making my, our hearts smile, also in the creation of new sustainable activities that benefit many.



Thank you also to our Founder Mr. Tariq Nizami, whose secret is to never doubt whatever seed you planted. It will definitely bloom if you have the courage to believe in it no matter what.

Thank you again and again sweet "Twin Sister"... it is so fantabulous to create in tune with the Universe while celebrating the awesome life on Earth.

Join us and allow the CEO Clubs spirit to help you water your idea, and see it bloom.

Together we create better!

And finally back to my-your Dubai home after almost one year of "forced absence" in which true magic happened in my lovely Villas Xichu Celebration Center in Mexico, with the birth of our Orgasmic Orchard, naturally linking food to people.



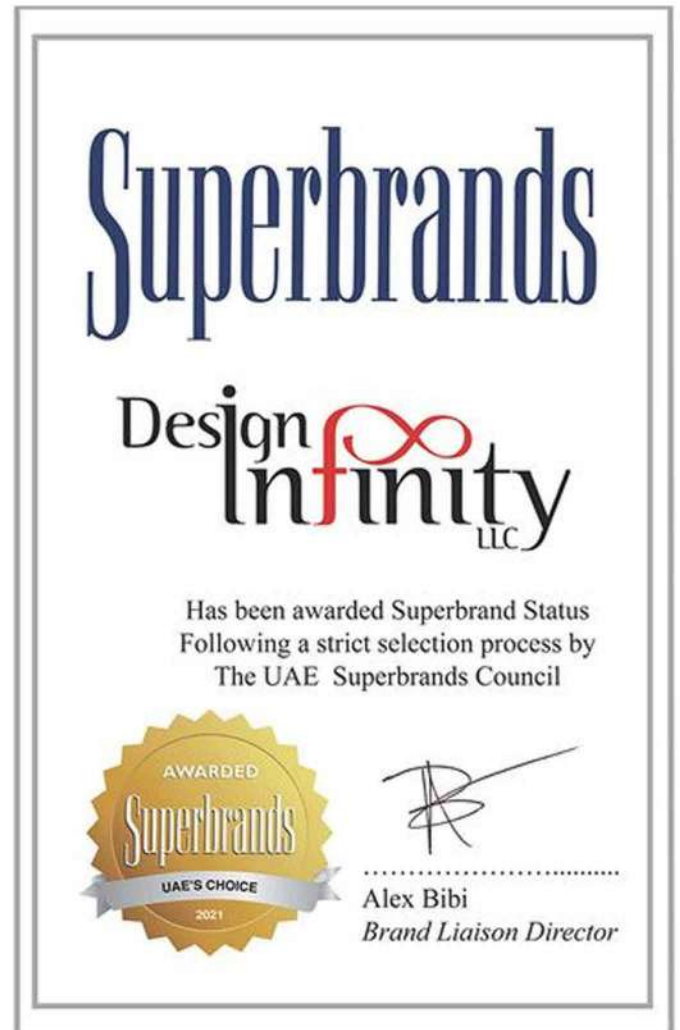
Design Infinity is the first interior fit-out company in the UAE to achieve "Superbrand" status

Superbrands is a global independent authority that honours brands around the world.

Design Infinity is the first interior fit-out company in the UAE to be awarded with the 'SUPER-BRAND' status for 2021, following a strict selection process by the UAE Superbrands Council. Pratap Mendonca, Managing Partner of Design Infinity said, "We are delighted to receive the Superbrand status and we are thrilled to announce that Design Infinity is the first interior company in the UAE to achieve this honour. We are pleased that with our value addition to the commercial fit-out industry, Design Infinity has also been recognised as a Superbrand now."

Geetha Nayak, Managing Partner of Design Infinity said, "At Design Infinity, our mission is to work with integrity to create significant value for our clients and our teams through innovation, excellence and continuous improvement. This accolade of receiving a Superbrand status supports our vision of becoming the top-most fit-out company, committed to creating quality designs, providing timely delivery, and creating inspiring, sustainable workplaces while maintaining outstanding relationships with our teams and clients."

Monika Prasad, Marketing Manager of Design Infinity said, "The Superbrand programme is based on three criteria: quality, distinction, and reliability, along with other measures including market share, public relations, longevity, customer loyalty and brand visibility and we are very excited about Design Infinity's feat in this area."



Alex Bibi, Brand Liaison Director of Superbrands said, "Design Infinity is the first company in the Interior fit-out industry in UAE to achieve the Superbrands status this year. They are one of the first 35 Superbrands named for 2021 by the Brand Council."

Superbrands is a global independent authority and arbiter of branding; recognised for honouring brands around the world. For over 27 years, Superbrands has worked with more than 35,000 leading brands through more than 550 publishing and media activities.

Design Infinity is the first interior fit-out company in the UAE to achieve "Superbrand" status



We have successfully delivered the eight-storeyed new headquarters for Oman Insurance Company. Time was very critical for this project considering the enormous size of the office. Our team has done a great job in planning this project. There are various special elements in this project; a significant amount of Joinery work was undertaken in our factory.



Executed by Design Infinity, this modern, sophisticated café located right opposite Dtec reception, has been built with the objective of providing a social space for the people working in Dubai Technology Entrepreneur Campus - Dtec. All the design elements including the ceilings, furniture, reception tables have been custom-made in our joinery, matching the colours used in the project's interiors, inspired by Dtec's logo and Dtec's overall branding.



Design Infinity got featured in the list of Best Fit-Out Companies by Commercial Interior Design

Sharjah Economic Ramadan Majlis to focus on advancing UAE economy



The Sharjah Investment and Development Authority (Shurooq) in collaboration with the Sharjah Chamber of Commerce and Industry (SCCI) and Sharjah FDI Office (Invest in Sharjah) are organising the seventh edition of the Sharjah Economic Ramadan Majlis on Wednesday, April 21, at Sharjah Research Technology and Innovation Park (SRTIP).

Held under the title, ‘The role of the New Industrial Strategy and Commercial Companies Law in developing the national economy and enhancing its competitiveness,’ the Majlis will bring together a host of government representatives, diplomats, investors and prominent business leaders to discuss the impact of the new economic legislations that have come into effect recently in response to mitigate the impact of Covid-19, stimulate the local economy and bolster its competitiveness.

The discussion will focus on The UAE Industrial Strategy “Operation 300bn” - a 10-year comprehensive strategy that aims to empower and expand the industrial sector to become the driving force of a sustainable national economy, increasing its contribution to the GDP from the current Dhs133 billion to Dhs300 billion by 2031.

Speakers will also shed light on the Unified Industrial Brand Identity, launched under the slogan, ‘Make it in the Emirates’, that seeks to promote the diversification of the national industrial base and position the country as an incubator of innovation and creativity by enabling local and global investors and innovators to benefit from the facilities and incentives offered by the UAE’s industrial sector.

The agenda includes a discussion on the amended legislation granting Emirati passports to investors, entrepreneurs, creative talents and researchers, and its impact on investments.

Sharjah Economic Ramadan Majlis to focus on advancing UAE economy

Speakers will analyse the intended impact of the golden visa and the multiple-entry tourist visa for all nationalities in bolstering the tourism sector's competitiveness to support the economy.

The discussions will also centre on the newly amended law that allows foreign investors 100 per cent ownership of businesses without the need for an Emirati sponsor.

Emphasising the significance of the 7th edition of the Sharjah Economic Ramadan Majlis, **HE Marwan Bin Jassim Al Sarkal, Executive Chairman of Shurooq**, affirmed that the UAE is keeping pace with economic, investment and technological developments at regional and international levels through an agile legislative system that is steering forward the economy's competitiveness level. He pointed out that the Majlis would discuss the immediate and long-term impacts of the newly announced economic policies and legislations in the country and their role in fostering an environment that enables businesses to grow, and advance the development of locally made industrial products.

Mohammad Ahmed Amin Al Awadi, SCCI Director General, said the 2021 edition of the Majlis will highlight UAE's strategic initiatives designed to stimulate the economy and recover from the current global economic crisis which will see the country's resurgence as an industrial powerhouse over the coming decade and boost stability and increase its appeal for foreign direct investments.

Commenting on the event, Mohammad Juma Al Musharrkh, CEO of Invest in Sharjah, said: "Together with representatives from the public and private sectors, we are keen on discussing the impact of the UAE's economic regulations unveiled in recent months that are advancing the national economic system and enhancing its competitiveness. The newly amended legislations are attracting increased foreign direct investments, especially since the country has made significant strides in recovery following its broad-scale pandemic response, furthering its robustness and expansion in vital sectors."



The sixth edition of the Sharjah Economic Ramadan Majlis was held virtually via Zoom platform in May 2020 under the theme, 'Impact of the UAE Stimulus Plan on Economic Stability and Growth'. It convened a leading state representatives, prominent business professionals, investors and the media.

The Sharjah Investment and Development Authority (Shurooq) is currently leading a diversified portfolio of infrastructure projects, with a total value of more than Dhs10 billion (\$2 billion) and covering a total land space of more than 12.4 million sqm across Sharjah's western, central and eastern regions.

Shurooq's portfolio of projects reflects its mission to enhance long-term investment prospects offered by Sharjah to businesses, SMEs and startups across a wide range of sectors. Furthering this goal, the authority has been driving Sharjah's Public Private Partnerships (PPPs) through joint ventures with key local and global brands.

Through each of its focus sectors, Shurooq takes the responsibility of driving investments and creating new partnerships that effectively boost Sharjah's economy and FDI growth, working closely in partnership with numerous state and federal entities contributing Sharjah and UAE's economic standing and development.

Reference: Gulf Today

Future of Retail hub launched at Sharjah Innovation Park



The Sharjah Research Technology and Innovation Park (SRTI Park) and PLM, a global design and technology company, recently launched the Retail R&D Experience Studio, a partnership for innovation in retail, aimed at bringing together the best in the industry.

“The future of retail will feature a high level of digital competition. Suppliers will boost direct-to-consumer relationships while traditional retailers need to cope with the market transformation to better serve their customers. Technology will continue to grow and shape business transactions as well as consumer behaviour. Those who are able to differentiate themselves will continue to survive and thrive,” said **CEO of SRTI Park Hussain Al Mahmoudi**, at the launch.

Al Mahmoudi also invited business leaders and retail industry stakeholders to visit the Retail R&D Experience Studio located inside SRTI Park for an interactive study on how the industry responds to the ever-changing wants and needs of consumers.

“The prevalence of technology will continue to grow and shape business. We are glad to launch the Retail R&D Experience Studio with PLM to bring together the best in the segment,” he said.

“The center will be a main driver in thought leadership of retail innovation in our region. It will be a platform to engage retail sectors, academia and the government to co-innovate and leverage regional retail opportunities and challenges.”

Pedro Rodrigues, CEO of PLM, added: “We are extremely proud and pleased to partner with SRTI Park with the launch of the retail innovation center at SRTIP. As design and technologies disruptors, we focus on exceeding our customer’s expectations, with our fully integrated range of solutions. Nowadays, business boundaries have become blurred because of technology and global integration.”

Retail R&D Experience Studio promotes the quintuple helix of innovation – public, private, academe, ecology and society. Public involves the government in developing opportunities while the private sector pertains to the industry, companies and the economic system. The academe is also involved to bring schools and university to the centre of the debate and ensure involvement of future professionals. Ecology is also vital to adopt sustainable forms of development for everyone and the planet while society is about developing strategies not only from a financial aspect but also contributing to people’s quality of life.

Emirates NBD, Etihad Credit Insurance sign agreement to ease bank's businesses access to trade finance



Etihad Credit Insurance (ECI), the UAE Federal export credit company, and Emirates NBD have signed an agreement that will improve the liquidity of UAE exporters and businesses and enhance their global competitiveness.

The agreement follows the Memorandum of Understanding (MoU) signed in 2019 between Massimo Falcioni, CEO of Etihad Credit Insurance, and Ahmed Al Qassim, Senior Executive Vice President and Group Head, Corporate & Institutional Banking, Emirates NBD. The partnership is in line with the UAE government's 'Make it in the Emirates' initiative as it will boost the confidence of the financial sector to fund UAE companies towards their manufacturing, export and expansion goals.

Following their agreement, Emirates NBD can leverage ECI's insurance policy to provide credit facilities to UAE businesses. The backing of a federal export credit such as ECI helps the bank reduce any risks that may be associated with credit facilities, while supporting UAE businesses' cashflow and capabilities to seek or continue their global operations.

Reference: <http://wam.ae/>

Underlining ECI's commitment in supporting financial establishments in the UAE, **Falcioni** said, "We are very pleased to support the 'Make it in the Emirates' initiative, which aims to create a sense of pride in locally made products, through this strategic alliance with Emirates NBD. More than 80 per cent of world trade relies on trade finance, mostly of a short-term nature. We are delighted to offer the solutions we have developed for supporting banks' factoring and supply financing activities, which can be leveraged effectively by the lenders, to offer innovative financial solutions to their clients, whether large companies or SMEs, thereby benefiting the local economy and supporting its continued development."

Ahmed Al Qassim, Senior Executive Vice President and Group Head, Corporate & Institutional Banking, Emirates NBD added, "Emirates NBD is delighted to join hands with ECI to support our nation's businesses and enhance their competitive strengths. As the UAE looks to build ICV (in-country value), this is a critical time for local manufacturers and exporters looking to enhance their proposition on an international stage. As strategic contributors to the UAE economy, Emirates NBD's partnership with ECI builds on our long-term commitment to deliver robust financing facilities and support to UAE businesses to boost their trade competitiveness and overall confidence."

DGCX's PKR Futures Contract Launched

The Dubai Gold & Commodities Exchange (DGCX) today announced the launch of its Pakistani Rupee (PKR) Futures Contract and is now available for trading.

As the first-of-its-kind on any regulated exchange in the world, the contract will provide members and their clients with the ability to hedge exposure to the Pakistani Rupee. It will also provide trading opportunities against the wide range of existing foreign exchange currency products that DGCX makes available for trading.

Les Male, CEO of DGCX, said:

“We are pleased to finally launch the highly anticipated PKR Futures Contract, which complements our suite of existing products, and enables DGCX market participants to tap further into the Asian markets. As we move into the second quarter of 2021, we continue to see interest in more currency products - and are exploring opportunities to launch similar initiatives soon.”

About DGCX:

The Dubai Gold & Commodities Exchange (DGCX) is the region's leading derivatives exchange and has played a pioneering role in developing the regional market for derivatives trading, clearing and settlement.

The DGCX owns and operates the region's largest and only multi-asset Clearing House – Dubai Commodities Clearing Corporation (DCCC). DGCX & DCCC are regulated by the Securities & Commodities Authority (SCA). It is recognised as a licensed Central Clearing-Counterparty (CCP) by SCA and a Third-Country CCP by European Securities Markets Authority (ESMA).

The DGCX's strategic geographic location in Dubai between the Far East, Europe and Africa serves as a unique, global window for traders and investors. With over 100 members across the world, the DGCX drives liquidity in the market by offering a broad range of futures and options contracts covering base and precious metals – including the world's only Shari'ah Compliant Spot Gold Contract – hydrocarbons, equities and currencies.



**The World's First
PKR Futures Contract**



Be part of the Workplace (R)evolution



During October and November 2020, our Trends team at **STIRIXIS Group** conducted a global survey among professionals who work for or own businesses in Europe and the Middle East.

We are happy to share today its insightful findings. They are only part of the tools we use to form and implement successful strategies, design high-performing workplaces, and better navigate your business in the new normal sustainably.

Health & Safety

A large percentage of the workforce has now been working remotely for some time. And will continue to do so permanently, impacting the nature of workplaces. As a result, a number of issues concerning health and safety at the work



place, as well as mental health and psychological safety become key to your success.

At STIRIXIS Group we ensure a healthy, safe, and engaging workplace with our HUMANS MATTER™ service, Well™ Certifications, and many cutting-edge technology solutions.

Be part of the Workplace (R)evolution

Remodelling

Remote working has disrupted work models, fuelled further by e-commerce, mobility, and new communication tools. In order to prepare for the post-pandemic normal, companies will reduce or redesign existing workplaces to enhance performance, user experience and reduce costs.

There is a clear shift in work culture towards results and deliverables, and increasing use of performance-based technology. The workplace is swiftly transforming into an ecosystem of both physical and virtual nature, a puzzle when it comes to enhancing engagement, functionality, and wellbeing.

At STIRIXIS Group we work with you to create remarkable workplaces, ensure a high-performing environment, reduced costs, and maximum Return on investment



In need of relocating, subleasing, or redesigning your workplace according to the new normal? Or assessing your options?

STIRIXIS >

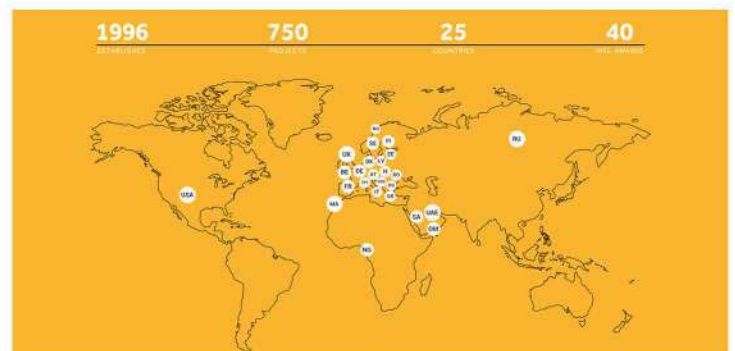
Workplace Strategy



There is a clear shift in work culture towards results and deliverables, and increasing use of performance-based technology. The workplace is swiftly transforming into an ecosystem of both physical and virtual nature, a puzzle when it comes to enhancing engagement, functionality, and wellbeing.

At STIRIXIS Group we work with you, your HR and FM executives, and identify the model that best fits your business and that will make it flourish and prosper.

Wondering what is the best way to change your work and workplace model?



A Tradition of Excellence

The consulting industry of the region faces fierce industry competition, like any other industry, where time-bound, value-added solutions to clients are key to survival.

Fursa Consulting, over the last eight years, has successfully carved its own niche space in the over-crowded industry by meeting its client requirements through out-of-the-box financial alternatives and solutions to a wide-based corporate clientele that the firm is proud of. It is a challenging task to maintain a continuous growth trajectory, but the journey is smooth with promoters being directly from the finance and banking industry, having a combined holistic experience of over 50 years, which strengthens its accurate business understanding and thus reaching the most appropriate and workable solutions to the client needs.

Please provide a brief history of Fursa Consulting?

Fursa Consulting was incorporated in 2014 under a banking and management consulting license issued by Dubai Economic Department, Dubai. We are a leading independent advisory firm focused on furnishing financial advice on structured debt, equity and mergers and acquisitions to corporate and institutional clients. Our firm fosters long-term relationships with clients as their independent and exclusive adviser on strategic matters and transactions. Our team at Fursa comprises experienced professionals with strong academic and corporate backgrounds. With their extensive knowledge of local and international markets and their ready access to key decision-makers, our team is well-positioned to facilitate and execute transactions.

What are the services that entail the organisation and the clientele you cater to?



Debt Advisory

Our Debt Advisory team works closely with corporations and their investors to advise on and execute funding solutions to assist companies in realising their strategic ambitions. We have in-house in-depth capability to provide banks and institutions in undertaking the due diligence and scenario analysis as part of the credit approval process. The team specialises in three main areas:

- Raising debt (origination)
- Re-profiling debt
- Restructuring debt

Equity Advisory

Raising funds to support business growth is fundamental to financing a company and in this unprecedented economic environment, this is an ever-increasing challenge for businesses. Fursa is experienced in facilitating corporates and shareholders to raise the required equity. Our team help guide the clients throughout this whole process, from identifying the most appropriate forms of finance through to the final negotiations.

M&A Advisory

A merger or acquisition (M&A) can add considerable value to a business by making sure that each stage of the transaction process, from valuation to negotiation to completion is successful, demands considerable experience and knowledge.

A Tradition of Excellence

We can assist by assessing the strategic fit of a business by analysing all aspects of a transaction, assessing the projected synergies, managing the process, assisting in negotiations, financial modelling and assessing transaction implications. We work with our clients throughout the transaction lifecycle, helping them achieve their strategic objectives across acquisitions, divestitures, spin-offs, management buy-outs, and mergers.

Specialised Advisory Services

We support our clients in exploring investment opportunities with:

- UAE family offices
- Investment funds/companies
- Real Estate Investment Trusts (REIT)

In its capacity as the exclusive financial advisor, Fursa has completed transactions worth billions of dirhams since its inception. It proudly services clients from a cross-section of the economy, namely:

- Private investment offices
- Education
- Real estate development
- Contract finance
- Building material manufacturers
- General trading
- District cooling
- Oilfield supplies
- Hospitality
- Transportation (shipping, airways)
- Retail sales
- Healthcare
- Jewellery

How has your expertise aided Fursa to evolve?

As a senior banking executive, I have an illustrious professional career spanning over two decades in the fields of both conventional and



Abdul Moiz Khan

UAE based Corporate / Risk Management Banker
Co – Founder, CEO & Managing Partner
Fursa Consulting

Islamic banking covering corporate banking (relationship), credit risk, credit review, audit, market risk, compliance, treasury, operation etc. Some of the leading UAE banks that I have worked for include Mashreq, HSBC, Abu Dhabi Islamic Bank, Emirates Islamic Bank, United Arab Bank (UAB). My last assignment was with UAB where I headed the large corporate division to substantially increase its assets and revenues utilising my vast market knowledge and customer contacts of over two decades. I am a gold medalist for my master's degree in finance and control. I have gained expertise in developing various credit programmes geared to enhance credit culture and its understanding within an organisation.

Irrespective of my role during the last 28 years of my professional banking career be it in credit risk, audit or corporate banking, I have been actively involved in all sorts of client problem solving, from complex to simple issues. In most cases, the genesis of the problem was not with the quality of the service being delivered but the lack of an adequate relationship management skill set to establish complete understanding and comfort at both ends with the core being lack of proper communication.

Fursa's primary focus is client relationship. Can you elaborate on this?

A Tradition of Excellence

Since Fursa's inception in 2014, a strong client relationship has always been the cornerstone. Our increasing client pool's feedback inspires and challenges us to renew our commitment to provide the best corporate financial solutions. This requires action - to work for the change that we want to see. We are proud of the firm's past efforts, and we are committed to doing even better.

1. Be accessible and responsive: Return phone calls, e-mails and other forms of communication on time to meet client expectations. Quick, good and useful is better than perfect but too late - access to my office or me directly is never an issue.
2. Be courteous and communicate - We treat the client the way that we would want to be treated. Understand the client's point of view and expectations. Strive to be concise and keep the client informed whenever necessary.
3. Be creative and effective - We attempt to exceed the expectations of our clients in every possible manner we can professionally. To do this, we try to develop innovative and out-of-the-box financial structures to accomplish client objectives.
4. We play as a team - Counterparties engagement is important and facilitates effective and efficient solutions. New ideas and different perspectives always enable practical and creative options.

What strategies did Fursa put in place to cope with the pandemic?

Releasing the increased volume of work domain, in addition to our regular suite of services, we have also broad-based our value-based solutions in a multitude of ways to cater to the enhanced client needs i.e.,

Reference: Khaleej Times

advising clients to formulate readjusted business models, predict risk, strengthening their processes for managing the businesses more effectively, remaining more compliant to rapidly changing regulatory norms. For clients to stay ahead of the curve, we advise them on appropriate digital and technological advancements, artificial intelligence etc., to be more efficient and well managed.

What is your outlook for 2021?

Though a completely new corporate canvas has emerged in 2021, I see some of the paradigm shifts, such as volatility expanding through the year, forcing corporations to demonstrate enhanced agility through change management. Sound change management practices will be essential amidst continued remote working, the use of flexible operating models, and the use of expanded digital platforms. A strong corporate risk management foundation and culture will be needed. Companies will develop solid governance and management routines to demonstrate their capacity to identify and mitigate risk. Economic indicators and persistently low interest rates will bring added pressure to credit and securitisation. Corporations should adequately adjust to tighter access to liquidity/bank debt. Companies will give more importance to areas of expanded risk in the current economic cycle, including fraud, insider threat, conflicts of interest, KYC, and AML. The development of robust data analytics and real-time surveillance for potential misconduct will increase. There will be new charters for cryptocurrencies and digital assets.

What does Fursa Consultancy's future entail?

Considering the enhanced landscape of corporate consulting, we intend to expand both in terms of our service pitch and enter into new markets within the GCC and Europe. We are well-versed that clients need a better understanding of what consulting assignments can accomplish. They ask more from us, so we need to satisfy their expanded expectations.

Survival and Growth in Times of Crisis: What CX Leaders Can do Now



SURVIVAL AND GROWTH IN TIMES OF CRISIS: WHAT CX LEADERS CAN DO NOW

Key takeaways from analysis of over 700 million social media posts

COVID has changed everything...

Shifts in consumer behavior, new regulations, and adoption of new tech have changed business forever. Most experts agree it will be a slow and bumpy global recovery.

Many companies have aggressively adopted digital. Yet more than a half year into post pandemic efforts, brand sentiment had remained unchanged, even worsened, mainly due to one critical factor.

In 1H 2020, Concentrix's Digital Services team conducted a global analysis of more than 725 million social media posts across leading platforms, including Twitter, Reddit and YouTube. This report is a compilation of the resulting data, to help CX leaders learn what you can do now to help your companies survive and grow.



BUSINESS

- Low contact or contactless business models
- Shift to virtual/remote and work at home models
- Redesigned office spaces and stores to keep people safe
- Rise in contactless payments
- Automation replacing humans in high-risk services



FAMILY & SCHOOLING

- "Zoomification" of work, schooling, socialization
- Physically distant visits/families and friends behind glass
- Rise of healthier lifestyles, cooking at home, yoga, hiking, biking
- Rise of pods and social bubbles, quarantine dorms and protocols



SOCIAL

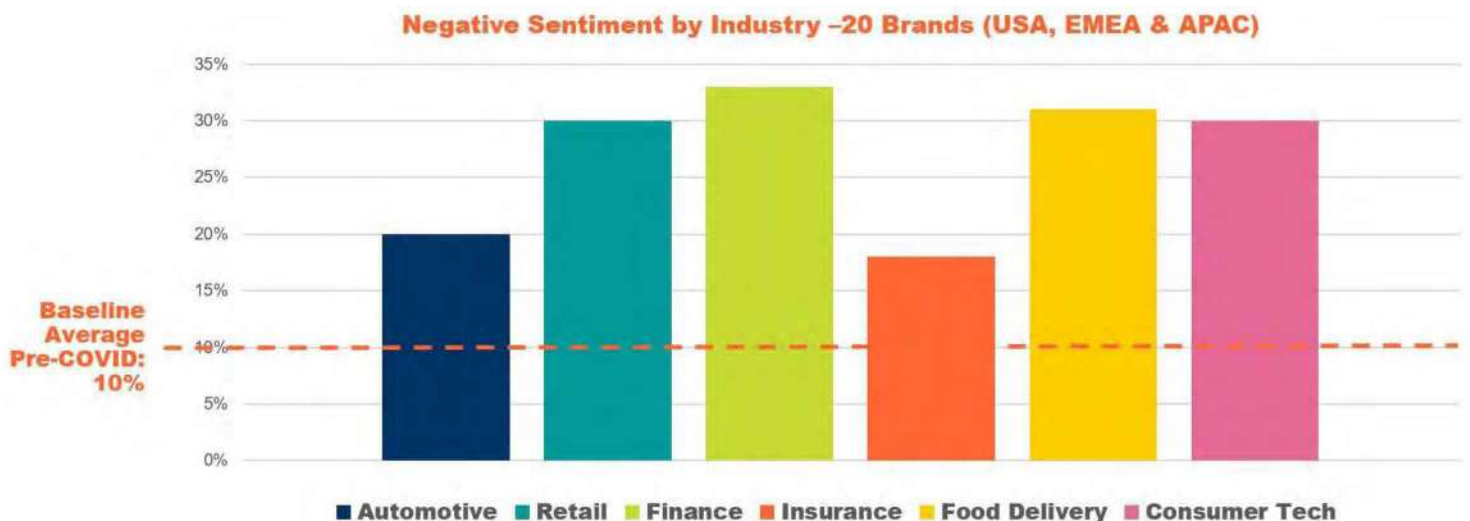
- Low contact or contactless
- Travel and quarantine restrictions
- Limits on large gatherings
- Adoption of streaming platforms, gaming, virtual performances to replace in person events
- Experimentation to make activities like dining out safe and enjoyable

Survival and Growth in Times of Crisis: What CX Leaders Can do Now

Brand	Region	Industry	Top Social Post Topics
Global bank	USA	Financial Services	Lack of digital customer service options. Relaxing customer payments and policies
Premier national bank	IND	Financial Services	Website issues. Lack of digital customer service options. Relaxing customer payments and policies
Major credit card services and banking	USA	Financial Services	Lack of digital customer service options. Relaxing customer payments and policies
Healthcare and retail pharmacy	USA	Insurance/ Healthcare	Poor response times, lack of supported digital customer service options. Relaxing customer payments and policies
Healthcare and insurance	USA	Insurance/ Healthcare	Lack of digital customer service options. Relaxing customer payments and policies
Premium global department store chain	USA	Retail	Massive store closures, layoffs, shift to fully online sales. Staff feeling betrayed & petitions launched
Online ecommerce company	USA	Retail	Seller price gouging on PPE, health, and safety items
Top digital app food delivery company	USA	Food Delivery	Increased demand for contactless delivery. Food safety awareness
Global consumer electronics company	APAC	Consumer Technology	Customer support failing. Employee work flexibility
Global consumer electronics company	GLOBAL	Consumer Technology	Lack of digital customer service options. Prioritization on digital transformation and 5G development
Global automobile manufacturer	APAC	Automotive	Future-proofing & supply-chain discussion. Extending warranties and repairs

The result? In the first half of 2020, negativity toward top brands more than **DOUBLED**.

Our survey of the top 20 brands across the U.S., EMEA and APAC showed that negative sentiment more than doubled during the first half of 2020 – from 10% pre-COVID to 27% post-COVID. Why did this happen? Customers are frustrated with inefficient legacy channels (voice, email, chat), and a lack of digital service and support options.



Survival and Growth in Times of Crisis: What CX Leaders Can do Now

FINANCIAL SERVICES

(9M mentions from 7M unique authors):



Jane Doe 1st Mommy blogger

Been on hold with @Bank so long that I've watched 6 movies and got bored enough to transcribe their hold message. #bingewatching #COVID19 #EDD

Top Drivers:

- Financial uncertainties creating dramatic increase in phone and chat interactions, resulting in long wait times and high frustration
- Influx of scammers targeting consumers through email, text and voice

What You Can Do NOW:

- **ADD RESOURCES:** Re-deploy available under-utilized teams or resources, cross train to increase workforce flexibility and increase transferable skills.
- **EXPAND DIGITAL OPTIONS:** Expand existing web, mobile, and IVR self-service options. Explore fast-to-deploy messaging and bots to mitigate frustration and future-proof your customer experience.
- **EXPAND WORK AT HOME:** Offer this option to all essential workers and agents who can utilize it.

INSURANCE & HEALTHCARE

(3M mentions from 2M unique authors):

Hey, @policybazaar @PBHelpDesk I need to cancel my policy which is yet to be issued by Insurance Company, I am contacting through website, phone and email but no support is coming from your side. I have made the payment. I want my money back. This is so un-professional.

Top Drivers:

- Unemployment numbers rising - over 26 million in the U.S. - caused concern about losing employment-sponsored health insurance. This has driven heavy increase in support volumes for insurers and advice firms & frustration for customers
- A U.S. poll asked if the crisis made respondents "more or less likely to support proposals where all Americans would get their health insurance from the government". 41% of respondent overall/55% of Democrats were in favor.

What You Can Do NOW:

- **EXPAND SELF-SERVICE:** Add mobile and digital options, such as messaging and notifications, to enable customers to stay informed while circumventing the need for traditional support models.
- **BE PROACTIVE:** Regular social media posts are invaluable for providing mass alerts to key issues as well as providing response to basic inquiries.
- **COLLABORATE:** Leverage web, email, and mobile apps to detail benefits or highlight key info to drive positive engagement.

Survival and Growth in Times of Crisis: What CX Leaders Can do Now

RETAIL

(10M mentions from 9M unique authors):

PSA Texas! 🗣️
HEB & Favor partnered to help elderly shoppers during #COVID19
-deliveries placed on doorsteps
-receive items "within just a few hours."
-delivery/service fees will be waived for the 1st 30 days
\$10 tip will be added for delivery person

Top Drivers:

- Smaller businesses offering delivery services, allocated opening hours and discounts for the elderly and most vulnerable are trending positively and consistently.
- Members of the public not adhering to Social Distancing measures and the risk of shopping due to lack of digital/online options, is driving heavy frustration.
- Smaller businesses stepping up has caused many customers to question reliance on imports, suggesting that the "new normal" should focus on the support of local workers and economies.

What You Can Do NOW:

- **OFFER CONTACTLESS DELIVERY OPTIONS:** Consumers are increasingly switching to home delivery or contactless curbside pick options as their primary means of engaging on purchases.
- **MOBILIZE DIGITAL FIRST:** Re-orient your staff to prioritize safe contactless delivery and streamline journeys behind web, phone, and mobile in-app.
- **CONSIDER CLOUD-BASED PLATFORMS:** Improve agent safety and business flexibility and resiliency for everyday disruptions by exploring cloud-based telephony and contact center options.

DIGITAL APP FOOD SERVICES DELIVERY

(825K mentions from 435K unique authors)

Do you think it is advisable to get #takeaways delivered with the #CoronavirusPandemic as it stands? #StayAtHome 🇺🇸 I was tempted to earlier but I didn't. Is it #safe

Hey, it's #GreatAmericanTakeout Day! Encouraging people to order Delivery/Takeout to support our favorite restaurants during #covid19.

I'm Munchin' on @Raising_Canes they open until 1AM while everyone closes early. 🍗 Ordered the 3 chicken finger combo. 🍔🍟 #TuesdayTakeOut #Foodie

Top Drivers:

- Despite various experts, including the European Food Safety Administration declaring there is "no evidence" that the virus can be transmitted through food, there is still widespread confusion about whether it's safe or not to order food.
- Many businesses going the extra mile in terms of deliveries and providing services outside of their normal working practices
- The hashtag #GreatAmericanTakeout Day, encouraging users to support local restaurants by ordering takeout on Tuesdays has stayed consistent, with some restaurants capitalizing by offering deals and free delivery

What You Can Do NOW:

- **REVIEW COMMUNICATIONS:** Review outbound communications, web and mobile app copy for empathy and clear messaging to alleviate confusion and anxiety around safety.
- **INCREASE SOCIAL MEDIA ENGAGEMENT:** Social media is paramount as businesses, small and large, vie for impressions & engagement.
- **INVEST IN BEST-IN-CLASS APP EXPERIENCES:** Digitally native commerce "lives or dies" on the user experience. Ensure teams are laser focused on eliminating friction in the end-to-end customer journey.

Survival and Growth in Times of Crisis: What CX Leaders Can do Now

Digital: It's Now or (Maybe) Never.

In addition to the industry-specific tips offered above, here are some other key steps to consider:

<p>PREPARE FOR EVERYDAY DISRUPTION</p>	<ul style="list-style-type: none"> • Stay up to date: Review social media and emails more frequently. Adjust marketing plans and content to avoid perception of being 'out of touch' with the rapidly changing situation • Set Expectations: Consider proactive communications via direct messaging, social media, PR, and/or company website on changes and expected impact ASAP • Listening Posts: Set up or review social listening and monitoring posts to guide data-driven next steps, and continually gather customer feedback
<p>PRIORITIZE DIGITAL CUSTOMER SERVICE AND AUTOMATION</p>	<ul style="list-style-type: none"> • Redesign Service Model: Launch/prioritize digital channels and shift staff to the most efficient channels, such as social, mobile, and messaging, to maximize service availability. • Educate Customers: Add messages and guidance to IVR, use emails to guide customer on how to use new service options and reasons for redesigned engagement model • Automate Where Possible: Push web and mobile self-service options where possible, to keep volume manageable
<p>LEAD WITH EMPATHY & SOCIAL RESPONSIBILITY</p>	<ul style="list-style-type: none"> • Communicate Often: As situations change, continually brief customers and staff on impact, solutions, and timeframes • Be honest: Service interruptions are unavoidable. Everyone appreciates being kept in the loop and informed as to realistic impact • Join the effort: If you can, any steps you can take to make positive contributions toward the crisis drive loyalty and positivity among consumers
<p>EXPAND AGENT WORK AT HOME (WAH)</p>	<ul style="list-style-type: none"> • Move to Cloud: Companies who adopted cloud fared far better in flexible work models. Pay-per-use models help keep IT-related costs aligned with actual contact volumes • Re-evaluate Compliance and Cybersecurity: Beyond reliable internet, security and compliance are a top priority-- from basic VPN and two-factor authentication to advanced biometrics when handling sensitive data • Empathy and wellness: Many people are juggling employment, schooling, and home duties. Stress and uncertainty is at an all-time high. Increased employee communications, check ins, and scaling up wellness programs and perks can help staff with work-life balance.

Looking for a partner to help you throughout your journey?

Concentrix delivers the end-to-end digital customer experience and contact center capabilities organizations need in a cloud architecture, designed for all traffic, applications, and users—no matter where they are located. Today, we offer Concentrix Experience Platform powered by Amazon Connect as a managed contact center as a service. Contact insights@one.concentrix.com to request a Digital DiscoverySession.

To learn more, visit www.concentrix.com/solutions/digital-self-serv

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Mubadala in talks to buy \$1.1b stake in Israeli gas field

Mubadala Petroleum is in talks to buy 'significant stakes' in a leading Israeli energy company Delek Drilling to foster ties in energy sector following Abraham Accord signed in August last year, Khaleej Times has learnt.

The Israeli company said on Monday that it has signed a non-binding deal to sell its stake in the east Mediterranean natural gas field Tamar to Mubadala Petroleum for \$1.1 billion.

Delek Drilling, a unit of conglomerate Delek Group, holds a 22 per cent stake in the field, which is operated by Chevron with 25 per cent shares while Isramco remains a majority shareholder with 28.75 per cent stakes. Tamar Petroleum (16.75 per cent), Dor Gas (four per cent) and Everest (3.5 per cent) are other stakeholders of the project.

Significant development

The deal, if finalised, would be among the most significant developments since the UAE and Israel agreed to normalise ties last year. It would be first major deal in the energy segment that will pave the way for closer cooperation between the two countries in oil and gas sectors.

"This transaction has the potential to be another major development in our ongoing vision for Natural Gas commercial strategic alignment in the Middle East," Yossi Abu, chief executive of Delek Drilling, said.

Mubadala Petroleum said the "proposed transaction is in line with our strategy of seeking high quality ... investments that strengthen our gas- biased portfolio in line with our energy transition targets".

Mubadala Petroleum, a unit of Abu Dhabi government-owned Mubadala Investment Company, is a leading international, upstream oil and gas



exploration and production company with a primary geographic focus on the Middle East and North Africa, Russia and Southeast Asia, with assets in 10 countries. It has been playing an important role in the energy sector since its establishment in 2012.

Bal Krishen, chairman and CEO at Century Financial said Abu Dhabi's sovereign wealth fund plans to buy a stake in an Israeli natural-gas field for up to \$1.1 billion, in what would be one of the first major business deals since the nations normalised ties last year.

"The \$1.1 billion deal would consist of an unconditional payment of \$1 billion and a contingent payment of up to \$100 million subject to certain terms and goals being met," he said.

Mubadala Investment Co, a fund with \$232 billion of assets, announced a memorandum of understanding to buy Delek Drilling LP's 22 per cent stake in the Tamar offshore field. The Abu Dhabi fund would make the acquisition through its energy arm, Mubadala Petroleum. The "proposed transaction" would strengthen their gas-biased portfolio in line with the company's energy transition targets.

"Israel and the UAE's deal in August was a historic breakthrough hailed by leaders including then-US President Donald Trump as a crucial step toward forging peace in the Middle East. The UAE was the first Arab nation after Egypt and Jordan to recognise Israel. The Petroleum & Petrochemicals platform is a core pillar of Mubadala, further expanding into the sector provides the company more opportunities in other Israeli companies and building on Abu Dhabi's rich heritage in the oil and gas sector," he said.

Mubadala in talks to buy \$1.1b stake in Israeli gas field

Tamar gas field

The Tamar gas field is one of Israel's primary energy sources and is able to produce 11 billion cubic meters of gas each year. That is enough to cover much of the Israeli market as well as exports to Egypt and Jordan.

The Tamar field was discovered in 2009 and is located 90km west of Haifa, offshore Israel, at an overall depth of 5,000 meters below sea level, and in waters that are 1,700 meters deep. Production began in 2013, where the Natural Gas in Tamar is extracted through five production wells.

The gas flows through two 140km pipelines to the primary and main processing facility on the Tamar Platform where most of the gas processing takes place. The Natural Gas is then transmitted from the platform through a pipeline to the onshore terminal in Ashdod, and into the Israeli market through the INGL national gas pipeline with a proportion being exported on to Jordan and Egypt.

"We are proud to have signed this MoU following the Abraham Accords Peace Agreement between Israel and the UAE. The development is not only a significant endorsement of the quality of the Tamar reservoir and the Levant basin but also a major support for the East Mediterranean Natural Gas sector," Yossi Abu said.

He said the deal potentially marks a "strategic alignment in the Middle East, whereby natural gas becomes a source of collaboration in the region".

Under the Gas Framework, outlined by the Government of Israel, Delek Drilling is obliged to sell all of its holdings in Tamar by the end of 2021.

"The aim was to try to complete the deal, which would require Israeli government approval, by the end of May," Delek said in a statement.

Delek also holds a major stake in the even larger Leviathan gas field nearby and is selling its Tamar holdings to comply with government moves to open the market to more competition.

Reference: Khaleej Times




CEO Clubs Network

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

www.ceoclubsnetwork.com

 #CEOClubsNetwork

Shurooq: How to build an eco-tourism ecosystem

What impact has the pandemic had, if any, on responsible, sustainable eco-tourism - something I know Shurooq is heavily invested in through projects such as the Moon Retreat?

While the coronavirus pandemic has been our reality for a year and half, the need for more responsible and sustainable practices in business, in tourism, and in daily life has been highlighted for much longer. The pandemic's outbreak upended the global tourism landscape, and along with the challenges, the travel and tourism industries have been offered a huge opportunity to rethink strategies with a strong focus on sustainability. The opportunities to innovate, think outside the box, and incorporate responsible practices in this sector are more than ever.

Here in Sharjah and at Shurooq, our developmental goals stem from a clear understanding of maintaining harmony and a balance with our natural environment, which is diverse and steeped in history. And, therefore, since the formation of Shurooq in 2009, our organisation has been guided by the vision of Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, to attract investments and guide businesses to create a tourism ecosystem that allows investors to our emirate travel and invest responsibly to natural areas that conserves our natural environments and improves the well-being of local people.

Shurooq's investment into eco-tourism destinations like the Mleiha Archaeological and Eco-tourism destination and Al Noor Island, as well as eco-hospitality retreats like, the Sharjah Collection by Shurooq and managed by Mysk by Shaza, which includes the Mysk Al Badayer Retreat, Mysk Kingfisher Retreat, Mysk Al Faya Retreat, and Mysk Moon Retreat – the fourth eco-luxury resort to join the collection earlier this year, in addition to destinations like the Heart of Sharjah historical district and The Chedi Al Bait Sharjah managed by GHM Hotels, which are dedicated to preserving the Emirati heritage and culture and bringing it to life for tourists and visitors from the UAE and the world.



**HE Marwan bin Jassim Al Sarkal,
Executive chairman, Shurooq**

The crucial lesson we have learned from COVID-19 is that instead of practicing a herd mentality and looking at short-term gains, we need trend setters across market sectors, who are driven by innovation, technology and a deep sense of respect for our natural world.



At Shurooq, our outlook towards the present and future of investments in Sharjah is always changing in response to the rapid disruptions in the world. Our vision was to always create new ideas, new experiences, redefined concepts and merge those values with our rich Emirati culture and significant history and natural beauty of Sharjah.

Shurooq: How to build an eco-tourism ecosystem

The House of Wisdom is a testament to this vision. We wanted to create and develop a library that redefined the concept of libraries in the world, hence we launched the region's first of its kind library of the future on December 2020, the House of Wisdom. Built alongside The Scroll, these landmarks not only symbolised Sharjah's World Book Capital 2019 title, but also symbolised our dedication and commitment to continue at redefining experiences, be it investments or tourism.

We are committed to raising Sharjah's international profile as a hub for sustainable tourism, as to continue to lead the regional and global eco-tourism drive by creating new opportunities for people to travel and holiday responsibly. **What technologies is Shurooq incorporating to help to build Sharjah's tourism and hospitality offering?**

Technology, innovation, and collaboration are powerful enablers steering Shurooq on the way forward, as the world explores new ways to build travel. Since the outbreak of the pandemic, we have been increasing our focus on emerging technologies like Cloud-based services, and Artificial Intelligence, among others, to offer virtual tours of all our destinations, increased speed of access to information and empowering our consumers to better assess the sustainability of their travel choices.

We have incorporated the internet of things (IoT) as a key driver allowing our hotel operators, GHM Hotels and Mysk by Shaza, as well as Shurooq's leisure destinations to harness the ability of intuitive technologies to optimise internal processes and deliver superior customer experiences that uphold the best international health and safety standards. We have also optimised our digital communication channels to boost our customer outreach, by making our destinations, services and facilities available to them at their fingertips.

Through employing AI technologies, Shurooq has quickly enhanced the level of personalisation we offer across our destinations, incorporating customer demand and feedback to tailor their experiences as well as speeding up our response timelines even in the absence of staff.

What are some trends you see for the sector over the next few years?

Talking about trends, 2020 was the year of staycations for the UAE, with domestic tourism spending in the country going as high as AED 41 billion. As a result, our first federal domestic tourism campaign to increase the UAE's domestic tourism contribution to more than AED80 billion, titled World's Coolest Winter, was launched in December last year.

This upward trend will continue growing in 2021, as predicted in a PwC report.

Lastly, we will of course see a gradual and accelerating return of more classical patterns of tourism, with individual tourism arrivals recovering first, and MICE tourism perhaps taking a little longer.



Investments in tourism technology will also drive this growth substantially, especially as the world continues to move rapidly towards digital integration to sustain their adaptability to the ongoing global changes. Integration of digital solutions such as cloud-based services and remote working, which were extensively accelerated during the pandemic, will effectively optimise direct communication with stakeholders and customers and boost continuity of businesses, hospitality management companies and tour operators locally and region-wide.

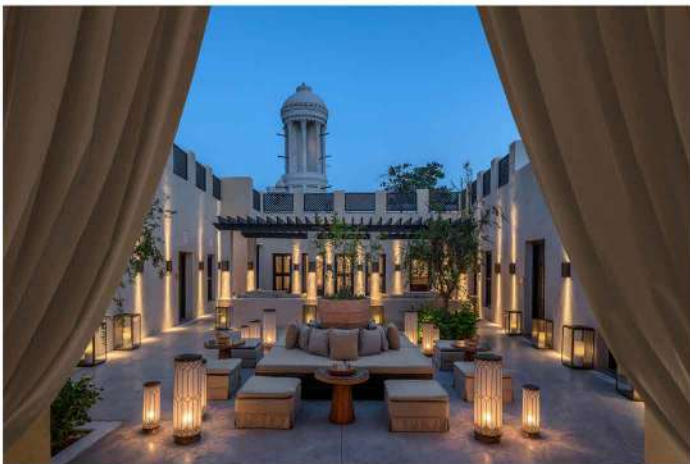
With more than 10 million vaccine doses successfully administered, the UAE is the world's second most vaccinated country, with 52.2 percent of its population fully vaccinated, and is currently one of the leading nations in the world for its vaccine program and border control,

Shurooq: How to build an eco-tourism ecosystem

which has ensured the complete safety and protection of its residents and citizens as well as managed to further attract investors and tourists from all over the world. We at Shurooq continue to leverage such achievements by strategically demonstrating our resilient growth for our business partners and stakeholders who are investing in Sharjah's tourism sector.

We work on demonstrating sustained growth by growing and developing our business digital infrastructure through launching a number applications and smart solutions across our destinations and operations which boost confidence amongst investors push for new business and partnership opportunities. I believe that the digital integration of our tourism destinations will continue to push new long-term business opportunities across a wide range of other sectors and verticals in Sharjah, which also continue to witness progressive growth and interests by businesses and SMEs in the UAE and the region.

From robotics, artificial intelligence, big data and the Internet of Things, developing expertise and capabilities in advanced technologies will propel Sharjah forward as a leading manufacturing hub in the Fourth Industrial Revolution, and contribute to the growing numbers which the UAE continues to witness in its tourism industry.



Travellers worldwide looking to enjoy a holiday with absolute peace of mind will certainly be taking advantage of the safe environment and excellent global connectivity, and

thanks to our offerings and business model, we are directly contributing to strengthening Sharjah's position as one of the top tourism and investment destinations in MENA.

Also, like I said earlier, the world needs socially-conscious trendsetters in both public and private sectors who will synergise and collaborate to popularise tourism trends and practices that will encourage people around the world to travel responsibly and in a sustainable fashion.

With the devastating impact of climate change already being felt the world over and the threat of future pandemic outbreaks, making sustainability the cornerstone of life and business is the only way we can leave behind a healthy world full of opportunity for our future generations. For the tourism sector as well, sustainability and eco-friendly practices need to be the norm, not just a trend.

How do you see Shurooq's role in developing the sector evolving over the medium term?

Working in close collaboration with SCTDA to firmly put the emirate on the world tourism map, Shurooq has been on a mission to reinforce and strengthen the emirate's standing as an ideal sustainable tourism destination underpinned by its cultural heritage.

After delivering the House of Wisdom project in Q4 of 2020, we are currently working on a portfolio of large-scale leisure, real estate, retail and tourism projects, which include Maryam Island – a Dh4.5-billion mixed-use development located in downtown Sharjah overlooking the Arabian Sea, the Sharjah Sustainable City, and the Avenues Mall Sharjah.

We are also developing new large-scale tourism and hospitality projects in Khorfakkan, Kalba, Al Dhaid and Mleiha that will provide nature-inspired experiences in the emirate's central and eastern regions.

Reference: Arabian Business



Gloria Belendez Ramirez
Happiness Ambassador and
Founder of Villas Xichu

Mexican Gloria describes herself as a dreamer who is completely out of her head, living in her heart, walking on the path of the Now...

She is also a mother, daughter, interpreter, certified coach, qigong practitioner, writer, speaker, entrepreneur, lover, hotelier, wife, friend and founder of Villas Xichu Retreat Center too...

Gloria declares that she will die alive, and refuses to live dead ever again! It is Gloria's life purpose to share with the world the knowledge that happiness is truly a choice; it is a service to Self and to Humanity. **The "secret" to happiness rests in:**

- Loving one's Self first!
- To accept Self just the way it is, with unconditional love, knowing that we all are created by a bountiful and blessed energy
- Allowing to constantly be guided into the Unknown on the path of gratitude

And living by the four pillars of happiness

1. Take full responsibility of your health, wealth and well being
2. Align with Source
3. Live in the Now
4. Take action from the "I am already happy" perspective

Keynote Speeches, Workshops & Trainings

Gloria's soul purpose, which is that of enticing others to decide to be happy and stay happy NO MATTER WHAT by just REMEMBERING that we all are Happiness, has led her to facilitate happiness workshops that are truly creating life-changing experiences for its participants, while she gets so inspired by all the people she meets.



Celebrate life, no matter what! It is the best service you can give to the world because celebration is contagious!

www.backtojoy.me It is now more than ever that celebration is vital; this site is dedicated to reminding you to choose the path of togetherness, appreciation, listening, celebration and joy, no matter what!

Gloria now lives happily between Lebanon, Dubai, Jeddah and summers in Mexico & travels the world in the meantime...

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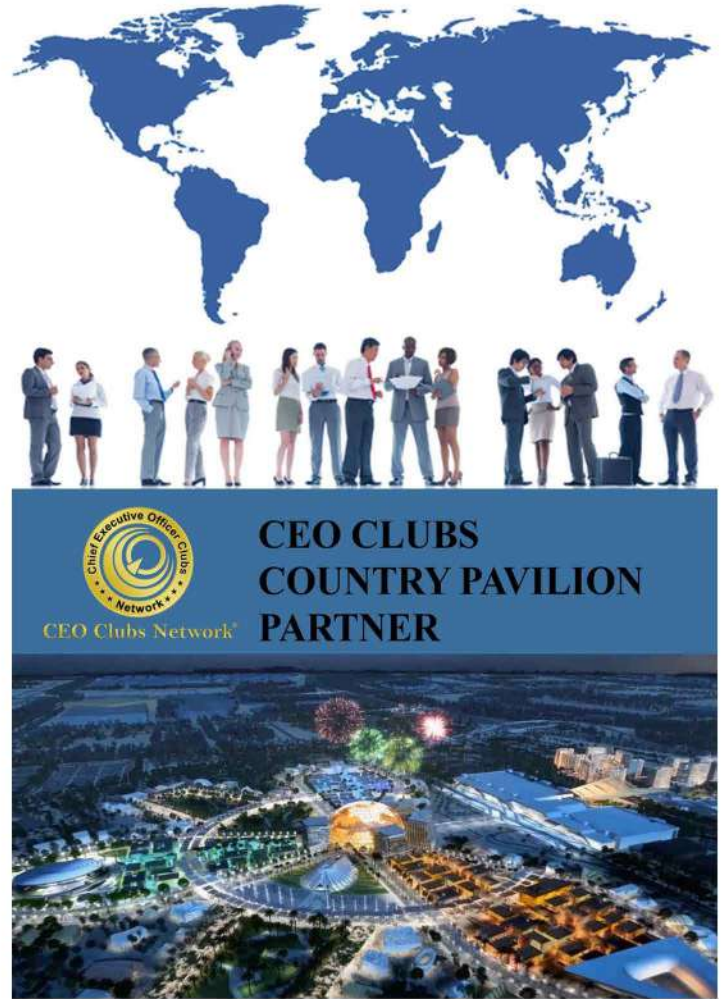
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CEO Clubs Network is a corporate, membership-based, international business organization with members from various industries and chapters across globe. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities and grow 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.

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