



CEO Clubs Network®

CEO Clubs Network

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THE HUMAN CODE:
MAYANK PATEL'S
EEMEA WORKFORCE SHIFT

OLLA SYSTEMS
TRANSFORMS NIGERIAN
ENTERPRISES

STIRIXIS GROUP
DESIGNING THE FUTURE
OF LIVING

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INNOVATION

LYTEN
ACQUIRES TOP
EU BATTERY PLANT
FROM NORTHVOLT



MAYANK PATEL
SVP ADECCO & HEAD OF EEMEA

CEO Clubs Network

Connecting Minds,
Creating Opportunities

Our Services

- **Community Building**
- **Event Marketing**
- **Communication**
- **Trade & Investment Promotion**
- **Leadership & Excellence Award**
- **Entity Formation**

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CEO Clubs Network®

CEO Clubs Network is an award-winning, globally recognized organization specializing in community building, event marketing, communications, entity formation, trade and investment promotion. Our purpose is to nurture relationships, share knowledge, and create opportunities for C-level executives across the private and government sectors. With a strong presence in USA, UAE, and China, we distinguish ourselves by providing tailored advice, fostering strategic collaborations, and empowering businesses to thrive within an influential global network.

Our regional headquarter, CEO Clubs Network UAE, has been in the industry for more than 19 years. Showcasing a list of high-profile members plus 3,000 affiliations, our organization is grateful for the patronage of **His Highness Sheikh Juma bin Maktoum Al Maktoum, a member of Dubai royal family.**

We are a proud winner of the **Dubai Quality Appreciation Awards Cycle 2017 and 2022** which were presented by **His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of United Arab Emirates and Ruler of Dubai.**

Among our numerous major international awards, we are elated with EXPO 2020 Dubai Recognition by His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman & Group **CEO of EXPO 2020 Dubai Higher Committee for our invaluable contribution to the success of EXPO 2020 Dubai.**

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.

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Dear Members & Readers,

July carried forward the momentum of the year with purpose, energy, and continued engagement at CEO Clubs Community. This month was marked by high-impact events, dynamic exchanges of ideas, CEO Clubs Ambassador Program, and a strong sense of community among our members. As we move into the second half of the year, the focus sharpens on deeper collaborations, inspired leadership, and creating even more value for our network. **Here's to building on this solid foundation and making the rest of 2025 even more exceptional!**

We are proud to feature on our cover **Mayank Patel, Senior Vice President at Adecco and Head of Eastern Europe, Middle East, and Africa (EEMEA)**. Recently named one of the **Middle East's 10 Most Influential Business Leaders** to Follow in 2025, Mayank shares powerful insights in his exclusive article, "The Human Code: Mayank Patel's Workforce Transformation Across EEMEA." His **visionary approach to talent, technology**, and organizational agility highlights the evolving role of leadership in shaping **future-ready workforces across diverse markets**.

The French National Day was celebrated in grand style by the **French Consulate in Dubai** on July 11th at the Bluewaters Forum, Delano Hotel. The event was truly remarkable, uniting **diplomats and prominent business leaders from across the French corporate landscape**. CEO Clubs was honored to be invited to this exclusive VIP gathering, reflecting our continued engagement with key international communities.

One of the standout highlights of the month was **CEO Clubs Cigar Night**—an evening curated for authentic connections, strategic introductions, and leadership conversations that go far beyond business cards. **Hosted at Howdy's, Mövenpick Grand Al Bustan Dubai**, the event provided an exclusive yet relaxed atmosphere, fostering meaningful dialogue among our distinguished members and reinforcing the power of informal networking within our community.



Another key highlight in July was the **5th Global Synergy Hub**, an exclusive high-level online session. Bringing together **distinguished members from around the world**, the session was designed to ignite **strategic introductions and drive cross-border business growth**. Through engaging discussions, members exchanged **high-value referrals** and explored innovative pathways for collaboration—**highlighting emerging markets, strategic partnerships, and scalable expansion opportunities** across diverse regions.

The **CEO Clubs Ambassador Program** is designed to expand our global network through decentralized efforts by empowering trusted representatives to engage and onboard new members and clients. This win-win model supports a sustainable growth approach, offering attractive incentives for Ambassadors while extending the club's reach and impact across regions through localized leadership and collaboration.

This month, we were delighted to welcome **two new members** into the CEO Clubs family: **Mitbit Labs and Derubis Caravans**. Their addition further enriches our community, bringing fresh innovation and expertise to our network as we continue to foster growth and collaboration.

As we move into August, an exciting lineup of events is on the horizon: **CEO Clubs Networking Breakfast, USA & UAE Investment Opportunities and Global Expansion session, and the 6th Global Synergy Hub**. This month, we continue to build on our commitment to fostering meaningful connections, exploring new markets, and driving innovative leadership.

Together, we will expand horizons, strengthen partnerships, and create lasting impact in an ever-evolving global landscape.

Warm regards,

Sarah Dong

Editor-in-Chief | CEO Clubs Magazine



BUSINESS LEADERS FORGE MEANINGFUL CONNECTIONS AT CEO CLUBS CIGAR NIGHT

9 July 2025, In an era where authentic relationships are key to sustainable business growth, CEO Clubs Network continues to foster meaningful engagement among C-level executives beyond traditional boardroom settings.

The recent **Cigar Night Networking Evening**, held at Mövenpick's Howdy's Bar, brought together a dynamic group of members to exchange ideas, share business updates, and explore collaboration in a relaxed and open atmosphere.

The evening began with warm welcoming remarks by **Mr. N. Rajeev, Managing Director of ESPA**, who emphasized the power of consistency in building lasting business relationships. The event featured valuable contributions from esteemed members, including **Mr. Ramesh Mahalingam of Ideal Capital Management Consultants LLC**, **Mr. Muhammad Hanif Merchant of Emirates Neon Group**, **Ms. Deepa Sud of Plum Jobs**, **Mr. Mayank Patel Adecco** and **Ms. Farihas Salahuddin of Farihas FZE**.

Their presence, alongside a vibrant community of executives and business owners, created powerful networking opportunities and inspired meaningful conversations throughout the evening.

Participants took the opportunity to introduce themselves and their businesses, sparking genuine dialogue and strategic business introductions. From corporate finance and investment to recruitment, branding, and beyond, the breadth of expertise on display reflected the diversity and collaborative spirit of the CEO Clubs community.

In his address, **Dr. Tariq Ahmed Nizami, Founder and CEO of CEO Clubs Network**, remarked:

“These gatherings are not just events—they are relationship accelerators. We believe business happens when people trust one another. Our goal is to continuously provide our members with high-quality interactions in an environment that encourages openness, confidence, and long-term partnerships. That’s what sets CEO Clubs apart.”

The event especially extent heartfelt thanks to our category partner **Serenity**, and sponsors **Champion Group and Regionality** and to our venue partner **Mövenpick Grand Al Bustan**







5th Global Synergy Hub

Smart Networking, High-Value Referrals



5TH GLOBAL SYNERGY HUB: DRIVING GLOBAL GROWTH THROUGH STRATEGIC ALLIANCES

23 July 2025: **The 5th Global Synergy Hub**, an exclusive high-level online session hosted by CEO Clubs Network, successfully brought together distinguished members from around the world. Designed to spark meaningful introductions and foster strategic alliances, the event focused on accelerating international business growth.

The session sparked valuable business synergies. Members from Dubai and Bosnia discovered strong alignment from their very first meeting and quickly planned a visit to the factory to explore opportunities further.

A promising collaboration was also formed between members from the USA and India, focused on healthcare sector expansion, particularly on financing and capital raising. Additionally, participants from Greece and Dubai are set to strengthen ties and drive joint initiatives forward.

Participants from the UAE, USA, Bosnia & Herzegovina, Germany, India, Puerto Rico, and Greece came together, representing a wide range of industries including IT, cybersecurity, fintech, investment banking, HR consultancy, manufacturing, training, advertising, funding, healthcare, mergers & acquisitions, and cloud services.

Through dynamic discussions, members shared high-quality referrals and explored innovative collaboration opportunities.

The session highlighted emerging markets, strategic partnerships, and actionable pathways for expansion across various regions.

Ms. Sarah Dong, Managing Partner of CEO Clubs Network, welcomed new members to the Synergy Hub and reaffirmed the platform's commitment to collaboration, business development, and global connectivity.

The session concluded with conversations around foundational work in global development, upcoming networking events, and a renewed emphasis on meeting protocols and active member participation.



MOU Signing



CRYPTO.COM AND CEO CLUBS NETWORK FORGE GLOBAL PARTNERSHIP TO ADVANCE BLOCKCHAIN AND CRYPTO INNOVATION AMONG BUSINESS LEADERS

Crypto.com, a global leader in cryptocurrency and blockchain solutions, has announced a strategic partnership with **CEO Clubs Network**, the world's premier networking organization for CEOs, business leaders, and entrepreneurs.

This collaboration aims to accelerate the global adoption of blockchain and cryptocurrency by empowering business decision-makers with cutting-edge insights and strategic opportunities in the evolving digital economy.

As blockchain technology continues to reshape industries worldwide, this partnership will serve as a catalyst for knowledge-sharing, innovation, and collaboration across diverse sectors. Through high-profile networking events, expert-led discussions, and exclusive thought leadership initiatives, Crypto.com and CEO Clubs Network will work together to educate, engage, and support business leaders in leveraging blockchain's transformative potential.



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BRAZIL: SUSTAINABLE GROWTH AND STRATEGIC INVESTMENT OPPORTUNITIES

Brazil has become over the past years one of the most dynamic and promising destinations for global investors. The country offers a distinctive combination of abundant natural resources, industrial and technological diversity, and a renewed commitment to sustainability and macroeconomic stability. With a population of over 220 million people and a growing middle class, the country stands as one of the world's largest consumer markets, striving to advance towards a more open, sustainable, and investment-friendly economy.

Starting with the energy agenda, Brazil stands out as a global reference in renewable sources:

nearly 90% of the country's electricity is generated from hydroelectric, wind, and solar sources. Brazil is also at the forefront of the green hydrogen revolution, which has drawn growing interest from international partners, including those in the Gulf region. New investments and partnerships have contributed to Brazil's transition toward carbon-neutral production chains, expansion of bioenergy, and exports aligned with environmental, social and governance (ESG) criteria. In 2025 alone, Brazil is expected to attract more than US\$20 billion in clean energy infrastructure, confirming its position as a leading destination for sustainable investments in Latin America.

An ambitious investment plan, known as "New PAC" (Growth Acceleration Program) was launched by the Brazilian federal government to boost nationwide infrastructure areas. The Government's scope is to raise approximately US\$ 320 billion - in both public and private funds - for projects that include roads, railways, ports, airports, and digital connectivity. In regions such as the Northeast and North of the country, logistics corridors are being designed to link agricultural hubs directly to international ports, reducing logistical costs and increasing competitiveness. These initiatives are open to foreign capital through public-private partnerships and concession models.

Brazil is also a global leader in agribusiness. As one of the top exporters of food products such as soybeans, corn, meat, coffee, and orange juice, the country continues to expand its presence in strategic markets. Agribusiness accounts for nearly a quarter of Brazil's GDP and is undergoing a process of technological transformation, driven by innovation in agriculture (agritech), automation, and sustainable production practices. In 2024, agricultural exports reached a record US\$167 billion, and growth is expected to continue, particularly in trade relations with Asia and the Middle East.



Product	Global share	Remarks
Soy	55 %	Global leading exporter
Corn	31 %	Second global exporter
Orange\juice	50–76 %	Global leading exporter
Coffee	27 %	Major exporter
Chicken	33 %	Major exporter
Beef	24 %	Major exporter
Sugar	44 %	Global leading exporter

In parallel, Brazil has seen notable advances in the digital economy. The country is home to more than 800 fintech startups and leads financial innovation in Latin America, notably through the implementation of PIX (an instant payment platform), open banking initiatives, and a growing digital identity ecosystem.

With smartphone penetration expected to exceed 90% in 2025 and a robust expansion of e-commerce and digital services, Brazil offers attractive opportunities for foreign companies in areas such as IT, cybersecurity, artificial intelligence, and cloud infrastructure.

In terms of institutional framework, Brazil remains firmly committed to improving its business environment. A tax reform approved in 2023 and set to be fully implemented by 2026 simplifies the national tax system, introduces a modern VAT model, and fosters integration with global value chains.

In parallel, the Brazilian government has created a "Single Window for Investments", a platform aimed at streamlining procedures and facilitating the establishment of foreign enterprises.

These reforms are supported by strong democratic institutions and a legal system that safeguards the rights of investors.

As the largest economy in Latin America and a founding member of Mercosur, Brazil serves as a strategic gateway to a regional market of over 270 million people. The country has also strengthened its partnerships with Gulf Cooperation Council countries, particularly the United Arab Emirates and Saudi Arabia, in sectors such as food security, renewable energy, logistics, and infrastructure. Recent bilateral agreements and cooperation with sovereign wealth funds have opened new avenues for economic engagement and long-term partnerships between Brazil and the Middle East.

In light of these developments, Brazil reaffirms its role as a reliable and strategic partner for international investment. With its scale, natural wealth, diversified economy, sustainability agenda, and institutional modernization, the country offers a favorable environment for mutually beneficial cooperation.

For further information on investment opportunities in Brazil:

Email: **secom.abudhabi@itamaraty.gov.br**

Contact: **+971 (2) 632-0606**





COLOMBIAN CHICKEN GAINS GROUND IN UAE: MOCCAE APPROVES IMPORT ADMISSIBILITY

The Embassy of Colombia is delighted to announce a significant advance in bilateral trade relations: on **June 9, 2025**, the **Ministry of Climate Change and Environment (MOCCAE)** officially recognized the admissibility of Colombian poultry products into the United Arab Emirates.

This landmark decision follows a structured evaluation process conducted by MOCCAE, assessing Colombia's sanitary protocols, quality control standards, and veterinary oversight.

The approval authorizes the import of Colombian chicken, signaling a major step forward for Colombian exporters seeking expanded access to Middle Eastern markets.

Key highlights include:

- Certification of Colombia as an **approved poultry-exporting country**, complying with MOCCAE's rigorous health and safety standards.
- Recognition of Colombia's **veterinary and food safety infrastructure**, ensuring products meet all required technical and sanitary specifications.

- New opportunities for **Colombian agribusinesses**, including poultry farms, processing facilities, and exporters to engage with Emirati distributors and retail chains.

This achievement builds on Colombia's growing reputation as a reliable supplier of high-quality agricultural goods and aligns with the UAE's broader strategy to diversify its food import sources.

Following the MOCCAE notification, the **Embassy of Colombia in the UAE** is actively supporting Colombian producers and exporters in understanding and complying with the **regulatory and technical requirements** to access the Emirati market. These include:

- **Obtaining Halal certification** from UAE-recognized authorities.
- **Registering certified slaughterhouses** in the MOCCAE import approval system.
- **Aligning export documentation and labeling** with UAE import protocols.

This process ensures that Colombian poultry products meet both the **religious and regulatory standards** required for retail and food service distribution in the UAE.

"Our role now is to bridge Colombian agribusiness with the UAE's regulatory environment. We're working closely with exporters to ensure full compliance with Halal protocols and slaughterhouse registration under MOCCAE," said **Oscar Puche, Commercial Attaché of the Embassy**.

Next Steps and Strategic Outlook

The UAE's approval of Colombian poultry represents a deepening of trade relations and aligns with broader Emirati goals of diversifying food import sources and enhancing national food security. For Colombia, it signifies access to a growing premium market with strong re-export potential across the Gulf and wider Middle East.

The Embassy of Colombia in the UAE is actively facilitating connections between Colombian producers and local stakeholders. Key actions include:

- **Organizing trade missions** and virtual B2B meetings between exporters and Emirates-based importers.
- Collaborating with **MOCCAE-accredited logistics and distribution partners** to ensure seamless market entry.
- Promoting **investment and joint ventures** in poultry processing and agricultural infrastructure within the UAE.



H.E. Luis Miguel Merlano Hoyos, Ambassador of Colombia to the UAE, remarked:

“This milestone reflects the trust in Colombia’s food safety and export standards. It opens the door to long-term commercial alliances in a region that values quality, reliability, and certified compliance.”

As Colombia expands its agricultural footprint in global markets, the UAE stands out as a gateway to the Middle East, North Africa, and South Asia.

The Embassy remains committed to supporting this momentum through proactive trade facilitation and regulatory cooperation.

The Embassy of Colombia in the UAE, continues to champion initiatives that enhance bilateral trade, sustainable agriculture, and food security. The poultry admission is the latest in a series of successes, reflecting Colombia’s dedication to strategic partnerships in the Middle East.

ARISE UAE is the Private Sector Alliance for Disaster Resilient Societies, is a Network of Private Sector Entities

led by the UN Office for Disaster Risk Reduction (UNDRR)



www.ariseuae.org





ANGOLA'S SINGLE INVESTMENT WINDOW: A DECISIVE STEP TOWARD ADMINISTRATIVE SIMPLIFICATION AND INVESTMENT ATTRACTION

These steps show that Angola is on the right track toward creating a more favourable, competitive, and receptive business environment for global opportunities.

Angola has taken significant steps to simplify administrative operations and attract investment. This marks one of the notable achievements as the country prepares to celebrate the 50th Anniversary of its National Independence on November 11, 2025.

In recent years, Angola has taken a proactive approach to improving its business environment and attracting both domestic and foreign investments.

A key initiative in this regard is the implementation of the Single Investment Window (JUI), a platform that simplifies administrative procedures related to investment, promoting greater efficiency, transparency, and coordination among the various public entities involved.

Presidential Decree No. 167/20 of June 15, 2020, established the Single Investment Window, marking a legal and strategic milestone in the public administration's approach to investment applications in the country.

This platform enables coordinated interaction between various government bodies and public institutions, streamlining the procedures up to the final approval of investment projects.

Its purpose is to reduce bureaucracy and facilitate direct contact and monitoring by the investor, whether domestic or foreign, by centralising all necessary actions for launching and implementing a project in one single entry point.

In this context, AIPEx — Angola's Private Investment and Export Promotion Agency — plays a crucial role. As a public body, it is responsible for processing and overseeing private investment procedures, acting as the sole point of contact for the investor.

AIPEx's mission ranges from initial guidance to issuing recommendations, overseeing every stage until final approval, and signing investment contracts, ensuring a more transparent and efficient flow of information. In doing so, AIPEx strengthens its role as a facilitator, promoting direct dialogue with investors and taking actions that can accelerate the investment cycle in the country.

Angola has a robust legal framework governing investment matters. Key legal instruments include the Private Investment Law, presidential decrees, and specific regulations to protect investors and foster a more predictable and secure business environment.

These legal tools are complemented by bilateral and multilateral agreements, which provide additional guarantees to foreign investors, enhancing confidence in the Angolan market.

The Angolan government has shown continuous commitment to advancing its facilitation agenda, through concrete policies and actions to make the country increasingly attractive to investment.

In recent years, Angola has seen promising growth in both the volume and diversity of investments.



The One-Stop Shop for Companies (GUE) in Luanda has allowed national and foreign citizens to set up commercial companies in a short time.

The Single Investment Window(JUI) has proven to be a highly relevant mechanism, as it makes life easier for investors by speeding up and streamlining interactions with public administration, helping ensure project timelines are met.

A key feature of the JUI is the use of technology, as it operates as a portal offering access to various interconnected public services. According to the established decree, if any public entity fails to respond within the required timeframe, the JUI provides automatic approval (known as tacit approval), meaning the request is deemed accepted without needing further response. This represents an important step toward administrative simplification and reflects a long-term vision for sustainable economic growth.

Indeed, when comparing the situation before and after the implementation of the Single Window, one can see a clear improvement in process efficiency, shorter processing times, and a stronger alignment of the state with investor needs.

These steps clearly demonstrate that Angola is heading in the right direction to create a more favorable, competitive, and globally receptive business environment.

It is worth noting that the average timeframe for implementing and completing an investment proposal is currently approximately one and a half years.

In summary, the Single Investment Window, established by Presidential Decree No. 167/20, represents a paradigm shift in investment management in Angola. Integrating various public entities through an efficient digital platform promotes greater transparency, agility, and legal certainty. This strategy, combined with the evolving legal framework and facilitation policies, is expected to further drive the country toward sustainable development and economic diversification.

The current challenge is to maintain this momentum by continuously improving mechanisms that foster innovation, technological advancement, and competitiveness — ultimately transforming Angola into a true investment hub in Southern Africa and across the continent.

FAST ACCESS TO PUBLIC SERVICES

With the Single Investment Window (JUI), access to public services becomes easier. It is a facilitation mechanism through which AIPEX coordinates and supports the implementation of investment projects.

This mechanism centralises all investment-related operations at a single point; reduces bureaucracy; aligns the processes of public administration entities; shortens timeframes; and ensures timely and effective execution of investment projects.

A practical example is SETIP, an electronic tool designed to automate the processing of private investment proposals and streamline interaction between investors and relevant public authorities.

Through this platform, investors can:

- * Submit their investment proposal from anywhere in the world
 - * Complete the application in stages and submit it when ready
 - * Make corrections without visiting AIPEX
 - * Track the status of their application online
 - * Receive email notifications
 - * Access all services provided by AIPEX
- All information regarding private investment can be found on the AIPEX website:
<https://www.aipex.gov.ao/> – available in several languages



SIAC is the Integrated Citizen Service that brings together representatives of Angolan organizations and companies in the same space



Estanislau Domingos
Legal and Economic Affairs Analyst

All information on investments can be found on the AIPEX website: <https://www.aipex.gov.ao/>. The information is also translated into several languages.

For assistance in the United Arab Emirates, you may contact

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THE HUMAN CODE:

MAYANK PATEL'S WORKFORCE TRANSFORMATION ACROSS EEMEA

In regions where business maps are redrawn daily by geopolitical shifts, migration, and digital disruption, leadership demands more than operational expertise. It calls for human intuition, cultural fluency, and a bold appetite for risk. For **Mayank Patel, SVP at Adecco and Head of Eastern Europe, Middle East, and Africa (EEMEA)**, this isn't theory. It's terrain he knows intimately.

While many leaders rise through deep specialization, Mayank has built his career by leaning into uncertainty. From steering multi-market dynamics to driving talent transformation in economies like the UAE, he's earned a reputation for navigating complexity with calm conviction. His leadership is human-centric, insight-driven, and anchored in real-world outcomes. His story echoes leaders who challenge the status quo, those whose empathy turns vision into measurable change. What sets Mayank apart is his ability to fuse decisive leadership with a people-centered mindset that runs deep. At Adecco, he's not just managing a high-growth portfolio across one of the world's most diverse regions. Instead, he's reimagining the future of work as inclusive, adaptable, purpose-driven, and resilient.

Rising by Embracing the Hard Road

Mayank's path to leading Adecco's EEMEA operations was shaped by a deliberate choice to transform challenges into opportunities. He repeatedly stepped beyond his comfort zone, taking on roles that stretched his capabilities, compelled by a belief that actual growth comes from confronting complexity head-on.

He doesn't shy away from pressure; he leans into it. With sharp, creative decision-making, he approaches each assignment as a chance to grow. His leadership philosophy is grounded in the conviction that people are the foundation of any organization's success. This mindset, combined with an insatiable drive for continuous learning, hasn't only accelerated his rise but also propelled him forward. It's made him the unifying force behind Adecco's high-performing, multicultural teams across the EEMEA region. His signature style of working and leading speak for himself. In his records of accolades, there is a latest entry. Mayank has been listed at the Forbes Middle East's Global Meets Local for 2025 for the third consecutive year.



MAYANK PATEL
SVP ADECCO & HEAD OF EEMEA

Leading Through Unity

Steering the vast diversity of this land is no easy feat. It mandates profound emotional intelligence, something Mayank brings to the table with clarity and care. Rather than leading with authority, he meets complexity with empathy.

His strength lies in his people-first mindset. It allows him to unify varied markets by building trust and cohesion across cultures. Under his leadership, local identities are honored, even as every team aligns behind a shared ambition: to make work meaningful and sustainable for all. His cultural fluency and clarity of vision enable him to drive both performance and purpose across one of Adecco's most energized arenas.

The Four Pillars of Purposeful Leadership

“Courage to lead through change, ownership of every decision, integrity in all interactions, and consistency in performance” are the four guiding tenets for Mayank's approach to leading within the global workforce solutions industry. These principles have guided him through complex challenges across diverse markets. He embraces change, champions new ideas, and holds himself and others accountable for meaningful decisions.

Integrity builds trust at every level, while consistency earns long-term credibility. Together, these values empower his teams, shape strong leadership cultures, and drive lasting impact across every portfolio he leads.

Living the Balance

For Mayank, passion is what keeps him going. The work excites and energizes him, giving each day a sense of direction. But even the most enthusiastic leaders need to pause. “That said,” he acknowledges, “I also consciously define ‘non-negotiable’ break times—moments to recharge, disconnect, and be present with my family.”

It's a practice he doesn't take lightly. These built-in moments of stillness help him reset, allow him to maintain perspective, avoid burnout, and stay grounded amidst the demands of a high-impact leadership role.

Emerging Trends Reshaping the Workforce

A visionary sees beyond the moment. They notice what's shifting in the margins before it makes the front page. Mayank has long been attentive to these undercurrents.

In the Middle East, particularly in the UAE, he has observed three powerful trends quietly rewriting the future of work.

First, flexible, remote, and part-time work arrangements are becoming increasingly common, mirroring a global shift toward more adaptable work models.

Second, there's a growing demand for continuous upskilling, with particular emphasis on digital fluency and AI capabilities.

Third, employees are seeking roles that offer meaning and align with their personal values.

In response, Adecco is evolving its talent solutions to meet these changing dynamics head-on. The company is investing heavily in AI-driven upskilling programs to equip workers with future-ready skills. It's also designing agile workforce models that reflect the rising demand for flexibility and purpose-led careers.

Through these forward-thinking initiatives, Adecco continues to uphold its mission of making the future work for everyone, empowering both businesses and individuals in a fast-changing world of work.

Adecco

Mastering Multicultural Momentum

Mayank acknowledges that leading in a multicultural, matrixed organization comes with its share of challenges, including maneuvering layers of approvals, meeting compliance demands, and managing a range of cultural perspectives. But rather than viewing these as obstacles, he sees them as catalysts for innovation and distinction.

By nurturing a collaborative and adaptable mindset within his teams, Mayank has helped develop solutions that are not only scalable but deeply rooted in trust and regional relevance.

These systems do more than tick boxes. They create consistency, credibility, and a competitive edge.

His ability to transform complexity into clarity has strengthened Adecco's reputation as a reliable and forward-thinking partner across EEMEA.

Digital at the Core

Digital transformation guides the structure and direction of Adecco's approach. "Digital transformation isn't a part of the strategy," Mayank highlights, "it is 'the strategy'." Across the EEMEA region, it drives every major initiative, from streamlining internal operations to enhancing both candidate and client experiences.

By embedding digital-first tools into day-to-day processes, the company is making work faster, smarter, and more meaningful.

These innovations demonstrate that technology isn't merely about efficiency but rather about empowering people, expanding opportunities, and preparing every stakeholder for the future of work.

Innovation with Intention

Innovation under Mayank's leadership isn't occasional. It flows through the core of how teams operate. Across borders and time zones, his teams understand that progress isn't driven by flashes of inspiration but by consistency, structure, and shared momentum.

Bi-weekly check-ins create a deliberate space for idea-sharing, problem-solving, and celebrating progress. Mayank encourages his teams to think big, take calculated risks, and take ownership of outcomes. By weaving this rhythm into daily operations, the aim is to cultivate entrepreneurial thinking at every level because that perspective is key to shaping the future of work.

Recognition That Reflects Impact

As one of the "Middle East's 10 Most Influential Business Leaders to Follow in 2025," Mayank has left no avenue unexplored to amplify impact. Beyond operational results, some milestones have cemented his leadership legacy.

One such pride marker is Adecco's recognition as one of the top employers in the Middle East—and one of the fastest-growing markets within the Group. As Mayank puts it, **"It's not just a recognition, it's a reflection of our people, our culture, and the purposeful impact we're driving across the region."**

This honor shows that the hard work of creating teams that are inclusive of everyone and fostering a work environment that inspires both employees and clients is paying off.

Redefining What's Possible

More than a business mandate, Mayank regards his role as a responsibility to restructure the future of employment in frontier economies. Through strategic partnerships and thought leadership, particularly in areas like digital and AI skills, he is working to unlock real opportunities for the next generation of talent.

He's not interested in simply filling vacancies. For Mayank, success lies in building career pathways that equip people with future-fit skills—solutions that serve both individuals and economies. It's about sparking sustained progress that outlives the placement itself—contributing to long-term growth, capability, and dignity of work.

Advice For the Next Generation of Leaders That Endures

When asked what guidance he shares with those aiming to make their mark in the HR and staffing industry, Mayank offers clear, grounded advice. “Challenge the status quo relentlessly,” he begins. Whether through innovation, rethinking business models, or embracing new technologies, staying relevant demands constant evolution.

Above all, he underlines the importance of treating each associate as a valued team member—their growth and success, he believes, are the true reflections of a leader's impact.

Embedding Purpose and Values Across Markets

Ensuring that Adecco's values and mission are deeply rooted in every market under his leadership is a priority for Mayank. Every leadership meeting begins with a grounding in the company's purpose: “Making the future work for everyone.” He ensures that each region's goals are directly aligned with this mission and regularly reviews progress to keep purpose at the center of every strategy and decision.

A Global Perspective Fueled by Curiosity

At the heart of Mayank's leadership approach is a deep ‘curiosity’ about people, technologies, cultures, and new ideas. He believes that with the right mindset, “nothing is impossible.” This open, learning-oriented perspective has shaped his global leadership style, helping him adapt across cultures, stay ahead of change, and continually grow. It's a personal passion that not only informs his work but also inspires those around him to lead with inquisitiveness and courage.



EMIRATES SIGNS MOU WITH CRYPTO.COM FOR FUTURE INTEGRATION OF CRYPTO.COM PAY AS A PAYMENT OPTION FOR CUSTOMERS

Emirates has signed a Memorandum of Understanding (MoU) with Crypto.com to explore ways to integrate Crypto.com Pay within its payments systems, while maintaining the highest security and compliance standards. Integration is expected to take effect next year.

The MoU was signed in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline & Group and Michael Doersam, Emirates' Chief Financial & Group Services Officer, by Adnan Kazim, Emirates' Deputy President and Chief Commercial Officer, and Mohammed Al Hakim, President of Crypto.com's UAE operations.

Adnan Kazim said: "Partnering with Crypto.com to integrate cryptocurrency into our digital payments system reflects Emirates' commitment to meeting evolving customer preferences, in addition to tapping into younger, tech-savvy customer segments who prefer digital currencies. This strategic move is in line with Dubai's vision to be at the forefront of financial innovation while at the same time providing our customers with greater flexibility and choice in how they transact with Emirates."

“We’re delighted to complete the signing of this important MoU with Emirates Airline. As we continue to expand the everyday use case for crypto, integration with exceptional partners such as Emirates will bring real momentum to the digital asset industry and enable both companies to offer genuine innovative finance solutions for our customers. We look forward to working together as we continue to build our crypto offering in the GCC”, said **Eric Anziani, President and COO, Crypto.com.**

In addition to exploring Crypto.com Pay integration, Emirates and Crypto.com will explore leverag

ing promotional marketing campaigns to create awareness and encourage adoption of this new payment solution.

The airline’s latest partnership comes as Dubai positions itself as a global cryptocurrency hub, supported by a robust ecosystem and a sophisticated regulatory framework designed to foster innovation while ensuring investor protection and financial stability.

A number of Dubai companies are already accepting cryptocurrency as a form of purchase from real estate developers to major telecoms.





COFFEE ISLAND EXPANDS ITS FOOTPRINT IN INDIA WITH ITS SECOND CAFÉ IN GURUGRAM

The brand's second location in the city and **fourth in India** lands at **AIPL Joy Central, Sector 65**.

Coffee Island continues its expansion in India with the launch of a new cafe in Gurugram's Sector 65, located at AIPL Joy Central on Golf Course Extension Road, a fast-developing life-style destination surrounded by upscale residences and office hubs.

This is the brand's second location in Gurugram and fourth across India, following successful launches in Delhi, Hyderabad, and the city's Sector 50.

The new cafe is designed as a community space that blends global coffee culture with local rhythms. The menu features single estate beans, signature brews like the Prebiotic Overnight Brew and The Long Pour, as well as food by Chef Arjyo Banerjee, including dishes like the Quinoa Bliss Bowl, Banoffee with Nolen Gur, and Custard Croissants.

“Golf Course Extension Road reflects exactly what Coffee Island stands for—refined, social, and forward-looking,” says **Konstantinos Konstantinopoulos, CEO of Coffee Island.**



“This opening marks a key step in our India journey.”

In partnership with Vita Nova, Coffee Island is building a strong presence in India with a plan to open 250 cafes by 2029. New locations are in the pipeline for Mumbai, Thane, Bangalore, Pune, and NCR, with regional expansion into Nepal, Sri Lanka, Maldives, and Bangladesh also on the horizon.

Sustainability remains a core focus: biodegradable cups that sprout into plants, upcycled coffee waste, and direct trade sourcing from small farmers ensure the brand's impact goes beyond coffee.

With more than 450 stores in Greece and over 60 locations internationally, Coffee Island is evolving into a global brand committed to quality, community, and innovation.



FROM VISION TO IMPACT: OLLA SYSTEMS TRANSFORMS NIGERIAN ENTERPRISES

1. From Mainframes to the Cloud Frontier: The Visionary Forging Africa's Digital Destiny

Imagine Africa's digital future: resilient, inclusive, and brimming with possibility. Now, meet the architect building its foundation, Olusola Adenuga. Her journey isn't just a story of technical prowess; it's a masterclass in transforming decades of enterprise leadership, forged on the bedrock of legacy systems and mainframes, into a force propelling an entire continent forward. Long before "cloud" entered the African lexicon, Olusola was pioneering end-to-end financial technology solutions, her hands shaping the very infrastructure that underpinned core sectors. Today, as the driving force behind Olla Systems and its flagship OllaCloud platform, she delivers more than secure, scalable, and affordable technology – she delivers peace of mind through operational stability and fuels tangible economic progress.

But her vision extends far beyond infrastructure. Recognizing the critical need to reshape the sector itself, she champions inclusion through the Olla Foundation, actively creating space for women in tech and cultivating a generation of diverse innovators.

Through unwavering resilience, deep legacy knowledge, and transformative purpose, Olusola isn't merely navigating Africa's digital transformation, she's defining its resilient, inclusive, and self-reliant course. This is the story of how one visionary leader, equipped with an unparalleled understanding of where technology has been, is decisively building where Africa must go.

2. Decades of Enterprise Leadership: Built on a Unique Foundation

Olusola's journey as a trailblazer began with a powerful academic foundation: a combined honors degree in Computer Science and Economics, followed by a master's in Finance. This rare fusion of deep technical understanding and sharp business acumen ignited her passion for creating intelligent, business-driven technology solutions. Her early career within the banking sector wasn't just a job but a revelation. Applying her unique skillset, she saw firsthand the systemic gaps in existing IT infrastructures – a realization that crystallized her resolve to build agile, future-proof systems for Africa.

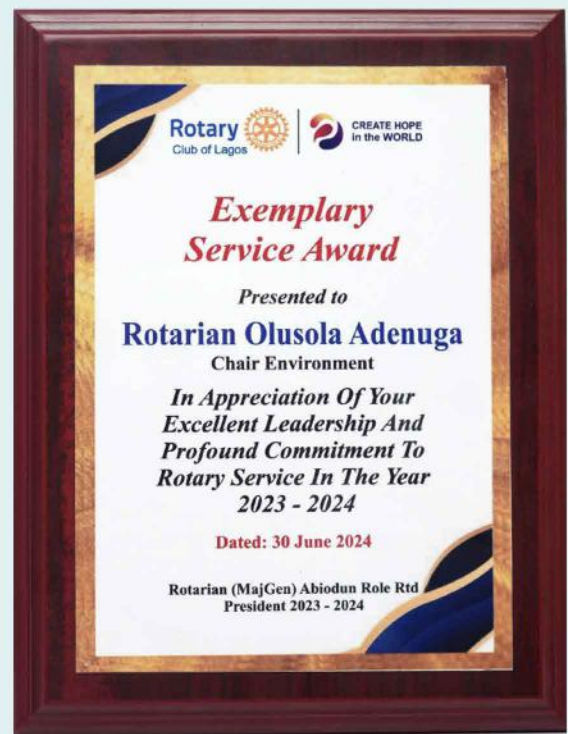


OLUSOLA ADENUGA
MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER
OLLA SYSTEMS LIMITED

Long before founding Olla Systems, she was already pioneering African financial technology. Leveraging this academic and early professional insight, she led major digital transformation projects across vital industries, moving organizations from cumbersome manual processes to efficient computer systems. At a time when cloud technology was non-existent on the continent, she spearheaded the creation of complete, end-to-end banking software, handling critical functions from core accounting and foreign exchange to complex payroll systems. She mastered the era's early computing platforms, building the essential digital foundations that entire financial institutions relied upon.

Olusola wasn't merely implementing off-the-shelf software; her unique talent lay in perfectly adapting technology to solve specific, complex business challenges across diverse organizations. This innovative spirit, rooted in her ability to translate between finance and code, drove breakthroughs like the pioneering combined photo-and- signature verification for bank accounts, first launched in Nigeria back in 1991.

This potent combination anchored by decades of deep, hands-on experience building financial tech infrastructure from the ground up, guided by her foundational blend of computer science and financial mastery is what makes Olusola uniquely powerful today.



Her unparalleled perspective, forged through years of engineering and supporting mission-critical systems perfectly positions her to lead Africa's crucial shift to cloud computing. She possesses an intimate knowledge of the industry's origins and a clear-sighted vision to confidently steer its future.



3. Olla Systems: Where Purpose Powers Nigerian Enterprise Progress

Founded by **Olusola**, **Olla Systems began full operations in 2007**, driven by a burning desire to drive innovation on her own terms. The company rapidly established itself as a crucial partner for Nigerian enterprises, dedicated to solving the nation's most complex digital challenges and actively bridging its digital divide.

Building across two decades of digital evolution, Olla Systems has been instrumental in transforming Nigeria's enterprise landscape.

From pioneering the country's premier Oracle Cloud partnership to deploying mission-critical, secure IT infrastructure within Nigeria's demanding financial services, telecommunications, and other highly regulated sectors, Olla Systems turns operational hurdles into strategic advantages.

They empower leading Nigerian organizations with essential solutions: seamless Oracle Cloud implementations, robust Enterprise Resource Planning (ERP) deployments, secure database management, vital core banking support, specialized integrations for finance and telecoms, and reliable managed IT services.



Olla Systems' impact is clear: they provide secure, scalable digital foundation that allows enterprises to operate with confidence, minimize risk, and focus on growth. Ultimately, Olla Systems delivers more than technology, they deliver the peace of mind and the platform for sustained progress that every business leader seeks.



4. OllaCloud: Olla Systems' Flagship Powering Africa's Digital Future

OllaCloud stands as the flagship product and service of Olla Systems, the definitive realization of Founder Olusola's vision: a secure, scalable, and affordable cloud infrastructure platform meticulously designed for Africa's unique challenges and opportunities. Long before cloud adoption surged continentally, Olusola foresaw a future where African enterprises could thrive on locally hosted, regulation-compliant solutions.

Today, OllaCloud empowers businesses across Africa with essential capabilities:

- **Guaranteed Data Residency:**

Ensuring compliance with local and continental regulations.

- **Security-First Architecture:**

Built specifically for the realities of Africa's evolving digital landscape.

- **Seamless Legacy Migration:**

Smoothly transitioning vital systems to the cloud.

- **AI-Ready Infrastructure:**

Enabling businesses to harness advanced analytics, automation, and intelligent systems.

- **Affordable Accessibility:**

Empowering even mid-sized firms to compete effectively on the global stage. OllaCloud's true power lies in its potential to reshape Africa's tomorrow. By providing this trusted, locally rooted foundation, OllaCloud unlocks transformative possibilities.

- **Accelerating Pan-African Innovation:**

Empowering startups and established businesses alike to build and scale next-generation African solutions securely.

- **Fostering Digital Sovereignty:**

Enabling African nations and businesses to retain control and ownership of their critical data.

- **Democratizing Advanced Tech:**

Making powerful AI and analytics tools accessible and affordable, levelling the playing field.

- **Building Resilient Economies:**

Providing the scalable, secure infrastructure needed for smart cities, efficient public services, and robust financial ecosystems.

Ultimately, OllaCloud is the essential catalyst empowering Africa's digital future. Through its unwavering commitment to security, compliance, and scalability, Olla Systems delivers more than cutting-edge infrastructure, it enables secure, confident operations across the continent.

5. Creating Pathways for Women and Transforming Africa's Tech Future

Olusola, a recognized leader whose contributions have earned multiple accolades, is deeply committed to reshaping Africa's technology sector. She champions a crucial mission: dramatically increasing female representation in an IT landscape that remains overwhelmingly male-dominated. This vision is actively driving change through the Olla Foundation, the non-profit arm of Olla Systems. The Foundation provides young women from underserved communities with full scholarships for higher education and intensive, structured mentorship, equipping them as the next generation of innovators and leaders.

This focus is strategically designed to change the future of the technology space itself:

By systematically investing in young women's tech education and leadership development, Olusola is cultivating a powerful, diverse talent pipeline. This initiative directly tackles structural barriers, actively creating space for women at all levels – from entry-level coders to future C-Suite execs and founders.

The influx of these highly skilled women will fundamentally reshape the sector, foster more inclusive innovation and drive solutions uniquely attuned to globally diverse needs.



Complementing this, her leadership extends to grassroots impact. As an active member (and former Chair of the Environmental Committee) of the Rotary Club of Lagos District 9112, she spearheads transformative projects in public schools. She has also contributed to various Corporate Social Responsibility (CSR) projects that plant early seeds of opportunity and exposure to technology in young minds. Through the Olla Foundation and her community work, Olusola isn't just opening doors for individuals: she is actively building a more equitable, dynamic, and prosperous future for Africa's entire technology ecosystem.

6. The Road Ahead

Africa's digital transformation isn't on the horizon, it's here, and Olusola Adenuga is architecting its foundation. Under her leadership, Olla Systems moves far beyond participation, actively shaping the continent's technological culture with bold, resilient, and regulation-ready solutions that deliver real-world impact. From pioneering secure cloud infrastructure (OllaCloud) and enterprise systems to driving inclusive growth through the Olla Foundation, her vision builds ecosystems that empower people, businesses, and entire nations with strategic expansion now extending from Africa to the Middle East through Olla Systems' operational hub in Dubai.



"Africa's digital future isn't waiting," asserts Olusola.

"At Olla Systems, we're actively building it – brick by secure, scalable brick – ensuring it's forged by Africa, for Africa and with our established presence in Dubai, we're poised to replicate this transformative impact across the Middle East, bridging continents with trusted, locally rooted innovation."

With her unparalleled blend of deep legacy knowledge, unwavering resilience, and transformative purpose, Olusola stands as the pioneering architect of a global digital renaissance: resilient, inclusive, and brimming with possibility from Lagos to Dubai and beyond.



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DESIGNING THE FUTURE OF LIVING AND WORKING WITH STIRIXIS GROUP:

Elena Kyrnassiou-Athanassoula,
Vice President & Group Executive Director of
STIRIXIS Group, recently gave an interview to businessmagazineuae.com, summarizing her professional journey, strategic philosophy, and vision for the future of business and design.

She explains how her academic background in mathematics gradually evolved into a deep passion for strategic design. By understanding the powerful influence that physical spaces have on human behavior and business outcomes, she played a pivotal role in transforming STIRIXIS Group into a globally recognized, award-winning firm.

Today, STIRIXIS Group operates in 29 countries and has successfully completed over 850 projects spanning multiple sectors, demonstrating its broad expertise and commitment to innovation.

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True Prosperity.

In response to today's challenges, she emphasizes agility, transparency, and innovation. She highlights three major trends shaping the industry: digital integration, personalization, and sustainability. STIRIXIS Group addresses these through human-centric, technology-enabled, and sustainable design solutions, grounded in its Systems Thinking methodology.

Looking ahead, Elena envisions global expansion, strengthening the company's strategic advisory services, and investing in talent development. STIRIXIS Group is also embracing smart tools and artificial intelligence—not to replace creativity, but to enhance it—ensuring they remain at the forefront of design innovation.

You may read the full interview [here](#).

For more information www.stirixisgroup.com



ELENA KYRNASSIOU – ATHANASSOULA



LYTEN ACQUIRES EUROPE'S LARGEST BATTERY ENERGY STORAGE SYSTEMS MANUFACTURING OPERATION FROM NORTHVOLT

Lyten, the supermaterial applications company and global leader in lithium-sulfur batteries, announced today the acquisition of Northvolt's Dwa ESS operations in Gdansk, Poland, a 25,000 square meter (270,000 sq ft) battery energy storage systems (BESS) manufacturing and R&D facility.

Northvolt Dwa ESS is the largest BESS manufacturing facility in Europe and was part of Northvolt Systems. The financial terms of the acquisition are not being released by either party.

The Northvolt acquisition accelerates expansion of Lyten's lithium-sulfur batteries into Europe and provides Lyten with production capacity to meet demand in the growing BESS market.

Lyten has previously announced its lithium-sulfur batteries are shipping commercially for drones, launching onto the International Space Station, and selected by Chrysler, a Stellantis company, for its Halcyon Concept Electric Vehicle.

Lyten Lithium-Sulfur batteries have unique characteristics that make them ideally suited to meet rapidly growing demand for BESS: a broader operating temperature range especially in hot conditions, improved safety, and the ability to be made from abundantly available, low-cost materials found throughout the US and Europe. Lithium-Sulfur is also a high energy density, ultra-light-weight battery.

“Northvolt’s BESS manufacturing operations are truly world class and are a seamless strategic fit for Lyten as we launch an exciting new chapter for our company. We plan to immediately restart operations in Poland and deliver on existing and new customer orders,” said **Dan Cook, Lyten CEO & Co-Founder**.

“The Port of Gdansk, local and federal officials have all been fully supportive as we combine Silicon Valley technology with Polish engineering and operations talent to export next generation energy storage technology to customers worldwide.”

The Dwa ESS facility came online in 2023. The facility includes equipment to ramp up to 6 GWh of energy storage manufacturing capacity and the footprint to expand to 10+ GWh in the future.

The facility is supplied by renewable power and has contracted orders extending into 2026.

The message we are hearing clearly from European customers is that they want energy storage systems manufactured in Europe using locally sourced supply chains free of geopolitical risk. Gdansk, Poland is the perfect location to meet this need for Europe,” added Lars Herlitz, Lyten Chairman and Co-Founder.

BESS is the fastest growing segment of the battery market, as the technology is critical to meet AI data center power demand, provide resiliency to the electricity grid in Europe and North America, and meet surging power demand in emerging markets. In December, Lyten announced a \$650M LOI from the Export Import Bank of the US (EXIM) to expand battery manufacturing and commence delivery of BESS to Emerging Market nations.

Robert Chryc-Gawrychowski, CEO of Northvolt Poland, stated,

“Northvolt set out to lead the sustainable development of Europe’s battery industry. Lyten is carrying that mission forward with BESS manufacturing and the introduction of lithium-sulfur batteries in Europe, which replaces minerals like nickel, cobalt, manganese, and graphite, with locally abundant battery materials. Moreover, it is important and exciting that the factory in Gdansk, built for the production of energy storage systems, will continue its operations,”



Aleksandra Dulkiewicz, President of Gdansk, stated, “The planned investment is a confirmation of the growing competitiveness of Poland and specifically Gdansk on the global economic map. For Gdansk, Lyten’s activities constitute an opportunity to cooperate in the field of energy storage, create energy innovation centres and advance R&D partnerships with local universities.”

In late 2024 Northvolt announced the intended sale of its Northvolt Systems business unit as part of its strategic review and bankruptcy procedures. Scania, a Swedish commercial vehicle manufacturer, announced the purchase of the Industrial subset of the Northvolt Systems division in April 2025.



Lyten and Northvolt intend to close the transaction in 3Q 2025.

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DR RIZWAN ADATIA

FROM MODEST BEGINNINGS TO GLOBAL IMPACT: RIZWAN ADATIA

From the serene, coastal city of Porbandar—best known as the birthplace of Mahatma Gandhi—Rizwan Adatia embarked on a journey that would touch lives across continents, leaving a global imprint through his entrepreneurial brilliance, unwavering philanthropy, and deep commitment to humanity. Born into modest means, Adatia discovered early on the power of purpose and humility.

“Success is measured by the lives we uplift,” he told NRI Pulse, a mantra that would shape every facet of his life. Today, he leads businesses across ten African countries, employing nearly 5,000 people, but his greatest impact is in fostering hope, empowerment, and inner peace.

..

In his exclusive with NRI Pulse during his recent visit to Atlanta, Adatia shared his journey shaped by grit and guided by compassion, which inspired him to transform personal success into meaningful impact for millions.

The meeting was facilitated by Mustafa Ajmeri, CEO of Global Entertainment and Media Services.

Rizwan Adatia’s early life in Porbandar laid the foundation for a future rooted in ethical values and resilience. Growing up in a modest household, he was no stranger to hard work. **“My humble background is from Porbandar. My father sold peanuts to raise seven children in a tiny home. There was no business background, no financial support,”** he recalled. These formative years instilled in him the importance of perseverance, humility, and service.

In his teenage years, Adatia moved to the Democratic Republic of Congo to join his brother in a small business. It was here—amid language barriers, cultural differences, and economic uncertainties—that his entrepreneurial spirit first took flight. With only \$200 in hand, he worked tirelessly, facing cultural and financial hurdles. “At 16 and a half, I went to Africa. It was a land of opportunity, but it demanded everything from me. Still, I never compromised on waking up at 3 AM or helping others,” he said. In his early days, even his meager salary of \$10 per month was partly used to help those poorer than himself. “That helping nature became a blessing for me.”

He soon learned that success, for him, was not merely financial. “Business and charity are interconnected,” he said. “Once I make money, I return it to the community. That’s always been the model.” One such story was that of a visually impaired man in Mozambique, who—after a cataract surgery supported by RAF Global—saw his wife for the first time in 20 years. “I never knew how beautiful her smile truly was,” he said, tears streaming down his face. His photograph, shared on local news, became a symbol of what access to care could truly mean. Another story came from India, where a young man battling depression reached out after watching Rizwan, the biopic based on Mr. Adatia’s life. Inspired by the film’s message of perseverance, he abandoned his suicide plans and determined to face his challenges.

Adatia was the Chairman of the COGEF Group and Vision Exports FZC, global business ventures that reflected his commitment to ethical growth. Vision Exports was founded in 2007 and grew into a robust cross-trade network with offices in Dubai, China, and Kenya, and ventures in import, export, manufacturing, and distribution. Adatia’s enterprises were a bridge between continents. “Business, to me, is a bridge—not just between suppliers and buyers, but between cultures, communities, and possibilities,” he said.

But his most defining legacy was his philanthropic arm, RAF Global, launched in 2015. Originally started in India, Congo, and Mozambique—countries that shaped his life—RAF Global eventually operated in six countries. “We have helped more than 2 million people so far,” Adatia noted proudly. The INGO’s mission was to improve the quality of life of more marginalized communities through long-term and sustained interventions around the key sectors of healthcare, nutrition, clean water, sanitation, education, and economic development.

“Water is a right and constitutes the most essential ingredient of human life,” he said. “In Mozambique, Congo, and the Thar Desert Region of India, people used to walk several kilometers to fetch potable water. We constructed as well as rehabilitated more than 900 water sources/structures, out of which more than 2/3rd harvested rainwater and natural springs to solve the drinking water problems of local communities.”

Economic empowerment of women was an integral part of RAF Global’s broader interventions. “Currently, over 6000 women are benefiting from our micro-enterprise programs,” he said. “We are skilling over 5000 youths, including women in India, DRC, and Mozambique, every year to give them a better chance of meaningful employment.”

RAF Global developed over 100 villages in the states of Gujarat, Rajasthan, and Jharkhand, through multi-sector interventions with a key focus on sanitation, education, and healthcare. “We supported public hospitals with a wide range of inputs to improve the scale and scope of public health services in our core area of operations.”

The foundation operated across five pillars: Economic Integration and Livelihood Support for Women and Youth, Climate Smart Agriculture, Health and Nutrition Initiatives, Education and Technology Programs, and Good Governance. During the COVID-19 pandemic, RAF Global launched rapid-response programs, distributing over 200,000 meals and supporting more than 100,000 households with food, water, and health-care essentials. They further provided medical supplies and equipment to over 50 hospitals in India, DR Congo, and Mozambique.

Beyond organizational efforts, Adatia launched Human for Humans, a global compassion movement aimed at bridging societal divides and promoting unity through acts of kindness. **“If you want to be happy in life, help others. It’s beautifully explained in all religions,” he remarked. Human for Humans encouraged individuals, companies, and institutions to engage in socially conscious action—from local community service to global aid projects. The goal? To cultivate a world where compassion became second nature, not a special occasion.**

While Adatia is known for his external impact, his inner journey was equally profound. He was a firm advocate for mental, emotional, and spiritual well-being, often speaking about the eight core pillars of happiness and fulfillment:





AUTOGRAPH IN COLLABORATION WITH
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Meditation, Yoga, Subconscious Mind, Stress Management, Health & Family, Work-Life Balance, Positive Thinking, and Happiness. Adatia's day begins well before sunrise, often with three to four hours of deep meditation. "True contentment isn't found in possessions but in peace of mind," he said. His spiritual routine, which included yoga, pranayama, and visualization techniques, helped him maintain clarity, empathy, and resilience amid complex global responsibilities. He delivers talks and workshops encouraging others to adopt these practices. "Leadership isn't just about how much you achieve," he noted, "but how calmly and consciously you walk the journey."

He uses affirmations to strengthen his subconscious: "I am peaceful, I am healthy, I am successful." He even talked about a simple sleeping technique: "Put your hand on your head and say 'I am peaceful' 10-15 times before sleep. Your sleep challenges will go away."

His daily schedule reflected ironclad discipline. "9:30 PM is my cutoff. Phone on silent. I sleep, no matter what. Even as Chairman overseeing 10 countries, I prioritize this because 3 AM meditation is non-negotiable."

In 2022, Adatia's life story was immortalized in a biopic titled Rizwan, which garnered over 2.5 million views.

The film showcased his struggles, from failing his 10th-grade exam to becoming an international business and philanthropic icon. With over 200 cash-and-carry stores, retail outlets, and four manufacturing facilities under his belt,

“Everything I wanted, I wrote down and visualized. Even my marriage. I dreamed it. And it happened,” he said.

Over the years, he met global leaders including Indian PM Narendra Modi, Prince Karim Aga Khan IV, Graça Machel, and former Mozambican President Filipe Nyusi. **“PM Modi told me, ‘Rizwan, you should come and meet me every year.’ Our last meeting lasted 22 minutes. He recognized the impact.”**

As a motivational speaker, he inspired millions through workshops and social media. “I have thousands of videos, and I’ve motivated over 50,000 youth directly.”

In 2020, Adatia faced a personal trial—he was briefly kidnapped in Mozambique. While the experience was harrowing, it did not deter his resolve. “It was my inner calm, developed through years of meditation, that helped me stay strong,” he reflected. True to his character, he returned not with fear but with a stronger determination to continue his work.

Adatia’s vision was bold and future-facing. He planned to expand RAF Global’s reach into new regions, focusing on empowering women and youth through education and entrepreneurship, while continuing to innovate in ethical, sustainable business. His organization aimed to reach 10 million lives by 2030. Adatia’s success formula was simple: balance. “

To me, success is a balanced life. Health, family, work, happiness—they must coexist,” he said. He warned youth against instant gratification. “There are no shortcuts. Youth is the foundation of life—the roots of the tree. Focus, dream big, avoid unnecessary distractions, and build something that will bear fruit.”

Rizwan Adatia’s life proves that greatness does not require privilege—it requires purpose. His story is a masterclass in how to build, give, grow, and inspire.

For anyone starting with little more than a dream, his message is clear: Embrace your values. Serve with heart. Lead with purpose. And never forget where you came from.

Because sometimes, it’s the quiet beginnings that lead to the loudest legacies.

Source: www.nrpulse.com



DUBAI DUTY FREE SIGNS CRYPTOCURRENCY AGREEMENT WITH CRYPTO.COM

The partnership will allow the companies to explore the potential uses of cryptocurrency both in-store and online at Dubai Duty Free.

Dubai Duty Free is looking to enhance its payment options for shoppers after signing an agreement with Crypto.com to explore the potential for cryptocurrency payments in travel retail.

The Memorandum of Understanding (MoU) was signed between the companies by **Ramesh Cidambi, Managing Director of Dubai Duty Free** and **Mohammed Al Hakim, President of UAE Operations at Crypto.com**, in the presence of **HH Sheikh Ahmed bin Saeed Al Maktoum, President Dubai Civil Aviation Authority and Chairman of Dubai Duty Free.**

It will open the door to crypto payments both online and in-store for Dubai Duty Free shoppers, with the potential to expand the partnership to joint marketing campaigns and customer engagement programmes.

“As a global hub welcoming millions of travellers, Dubai Duty Free continually seeks to enhance the retail experience,” Cidambi explained. “We believe that embracing digital currency payments, such as cryptocurrency, is a forward-looking step that will add significant value for our diverse customer base and support our vision for sustained growth.”



crypto.com

The move comes after Dubai Duty Free recorded a turnover of \$1.13bn in the first half of the year, up 5.3% on 2024. A move into crypto, the retailer says, is in line with its aim of “redefining the future of travel retail” by uniting convenience, security and innovation.

It also speaks to a wider aim in the UAE of driving both innovation and digital transformation.

“As we continue to expand the everyday use case for crypto, integration with exceptional partners such as Dubai Duty Free will bring real momentum to the digital asset industry and enable both companies to offer genuine innovative finance solutions for our customers,” added

Eric Anziani, President and COO, Crypto.com.

“We look forward to working together as we continue to build our crypto offering in the GCC.”

The next step will be a series of studies and planning focused on bringing crypto payment solutions to life for shoppers at Dubai Duty Free.





CAN YOU GET A UAE MORTGAGE WITHOUT A LOCAL BANK ACCOUNT?

Good news-yes, you can!

At **Amplus Mortgage Consultants**, we understand the unique concerns of expats, non-residents, and first-time investors. One common question we hear is:

"Is it possible to get a mortgage in the UAE without a UAE bank account?"

The answer is:

Yes, you can apply for a mortgage without one. Most banks in the UAE allow you to begin your mortgage process using your international financial documents and salary details. However, once the mortgage is approved and it's time to disburse funds or make payments, a UAE-based bank account will be needed.

Here's how we support you:

- Assistance with mortgage pre-approval
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- Complete handling of paperwork and bank coordination



Whether you're living in the UAE or investing from abroad, we'll make the entire process seamless for you.

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THE UAE STRENGTHENS LOCAL IDENTITY AND MANUFACTURING RESILIENCE THROUGH GEOGRAPHICAL INDICATIONS AND INDUSTRIAL INCENTIVES

The United Arab Emirates (UAE) has unveiled a comprehensive initiative aimed at preserving its cultural heritage and promoting economic self-reliance.

Through the introduction of Geographical Indications (GIs), the country is taking decisive steps to safeguard products that embody regional character, traditional craftsmanship, and national pride.

Protecting Heritage through Geographical Indications

Led by the Ministry of Economy, the UAE's GI system offers legal protection to products with qualities and reputations rooted in specific localities. Far more than mere labels, GIs are deeply tied to the story, culture, and history of their place of origin. They provide a powerful tool for immediate market recognition and consumer trust, unlike trademarks that typically require years of brand-building.

This model has proven effective in various parts of the world. In the European Union, GI-protected food and beverages generated nearly €75 billion in 2020, representing 7% of the region's food and drink sector and 15.5% of its exports.

Thailand's Thai Hom Mali rice, for instance, gained global recognition and improved farmer incomes by linking the rice's identity to its regional soil and climate.

Similarly, India's Darjeeling tea, with GI status since 2004, has maintained its premium positioning while preventing unauthorized use of its name.

The UAE is applying this approach to products such as Hatta honey, Al Dabbas Al Dhafra dates, Ras Al Khaimah ceramics, and traditional wicker crafts.

These items do more than generate income — they preserve the nation's heritage and highlight its skilled craftsmanship.

By investing in GI protection, the UAE is supporting rural economies, enhancing its export profile, and building a globally trusted identity for domestically produced goods.

A National Strategy for Industrial Growth

While heritage protection is one pillar of the UAE's long-term strategy, another focuses on transforming the country into a resilient and globally competitive manufacturing hub. In response to shifting global supply chains, the UAE has embraced a forward-looking approach to industrial development.

At the heart of this transformation is Operation 300bn, a national initiative aimed at increasing the contribution of the industrial sector to the country's GDP from AED 133 billion to AED 300 billion by 2031.

To support this goal, the Emirates Development Bank has earmarked AED 30 billion to finance priority sectors including food and beverages, agri-tech, pharmaceuticals, petrochemicals, electrical equipment, hydrogen, and space technology.

The program offers a range of incentives for manufacturers, such as:

Financing of up to 80% for capital expenditures and 70% for greenfield or brownfield projects.

Financing of up to 90% for advanced technology adoption and 100% for energy efficiency upgrades.



WALID JUMAA
FOUNDING PARTNER & CEO
UNITED ADVOCATES

A two-year grace period and low-interest loans for CapEx and working capital.

Export credit and insurance via Etihad Credit Insurance and AD Exports.

Customs exemptions on raw materials.

“Make it in the Emirates” Campaign

Complementing this is the Make it in the Emirates campaign, which promotes the UAE as an ideal destination for industrial investment.

It supports investors through setup assistance, operational guidance, and networking opportunities.

The campaign also features an annual investor and manufacturer event. During the latest edition, over AED 40 billion was committed by national banks to finance small, medium, and emerging enterprises.

Additionally, the Abu Dhabi Investment Office announced the creation of a state-of-the-art automotive ecosystem, aimed at attracting AED 8 billion in foreign direct investment across the full automotive value chain.

The next edition of the event will be held from 4 to 7 May 2026 in Abu Dhabi and is open to registered participants.



Local-Level Incentives

Beyond federal programs, individual Emirates are also taking steps to attract and support manufacturers. Abu Dhabi, for example, offers land lease rates starting at AED 5 per square meter through its Land Incentives Program. It also backs Industry 4.0 adoption among small and medium enterprises through the Smart Manufacturing Program, which includes AED 500 million in financial assistance. The Energy Support Program further reduces operating costs through favorable electricity and gas tariffs.

Conclusion

The UAE's twin efforts to protect its cultural heritage and expand its industrial base demonstrate a forward-thinking and balanced approach to national development. Through Geographical Indications, the country reinforces its identity and global image. Through robust industrial incentives, it creates a fertile environment for investment, innovation, and resilience.



Keith Norman, Chief Marketing Officer

Lyten, a California-based maker of lithium-sulfur batteries.

OPINION | IT'S TIME TO INVOKE THE U.S. DEFENSE PRODUCTION ACT TO SUPPORT A NEW BATTERY TECHNOLOGY REVOLUTION

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A global defense revolution is underway based on swarms of autonomous, unmanned, AI- and battery-powered drone systems. Last month President Donald Trump signed the

“Unleashing American Drone Dominance” executive order, and on July 10, Defense Secretary Pete Hegseth began to operationalize efforts to bolster domestic drone technology and manufacturing.

Unfortunately for the U.S. and the West, this entire revolution rests on a single point of failure: Nearly every autonomous system being deployed today is powered by batteries dependent on Chinese-controlled supply chains.

If America cannot source and manufacture the batteries that power its drones and autonomous systems, its defense superiority is at risk.

The Ukraine conflict provides a real-time demonstration of warfare's new reality. Ukrainian forces have used small, inexpensive drones to destroy Russian strategic bombers worth tens of millions of dollars.

Ukraine has become an innovation lab for developing and producing Western drones, yet nearly all of them are powered by batteries dependent on China.

The Pentagon has gotten the memo. The Army is undergoing its largest restructuring since the Cold War, equipping each of its active-duty divisions with many thousands—and potentially millions, eventually—of drones.

The Defense Department's Replicator Initiative aims to rapidly field thousands of autonomous systems before the end of this year. Programs like the Defense Innovation Unit's Project G.I. are fast-tracking the next generation of drone technology.

This change brings a stark reality. For the last 100-plus years, access to oil to power tanks, jets, ships, and supply chain lines has determined the outcome of wars.

But in a world of unmanned autonomous systems, access to batteries and AI systems is the new competitive advantage. Unfortunately, with batteries, we are behind.

China's battery monopoly

The legacy lithium-ion battery technology that dominates the market for drones and other defense applications requires cobalt, nickel, manganese, and graphite—materials that flow through supply chains controlled by Beijing, from mining to metals processing to battery manufacturing. In the case of graphite, a material found in nearly every battery today, China controls processing of greater than 95% of the global battery-grade market. This is not the result of free market competition. This is the result of decades of Chinese industrial policy and subsidies to build its global leadership in batteries.

Despite recent investments in the U.S. and EU to build battery manufacturing, China's consolidation of the market continues to grow every year. Why? Because China has a monopoly on the supply chain and technology feeding these battery plants. Beijing has restricted exports of critical battery materials, flooded global markets to undercut competitors, and in some cases stopped supplying batteries to particular U.S. drone companies. In other words, China is wielding its monopoly control of the market.

Congress recognized this vulnerability when it passed the 2024 National Defense Authorization Act, which prohibits the Defense Department from procuring batteries containing Chinese-sourced materials beginning in October 2027.

What was a potential vulnerability is now the current reality in 2025, and the U.S. collectively has not been investing fast enough or strategically enough to solidify a domestic battery supply chain.

The solution is U.S. next-generation batteries

Let's face it. After nearly 30 years of industrial policy, China has won the battle for lithium-ion dominance. Replicating its strategy just plays into the hands of the monopoly leader at the cost of massively wasted resources. The better path is to leapfrog the lithium-ion technology altogether by accelerating the phase-in of next-generation battery technologies that depend on local supply chains.

Lithium-sulfur batteries represent one of the most promising—and immediately available—alternatives. Unlike conventional lithium-ion technology, lithium-sulfur batteries don't require Chinese-controlled minerals and processes, such as nickel, cobalt, manganese, and graphite. Instead, lithium-sulfur is built from materials readily available in the U.S. as byproducts of the existing, massively scaled oil and gas industry.

Additionally, lithium-sulfur is a leap forward in energy density, which means a 30-50% lighter weight battery. In drone applications, every gram matters. A U.S.-sourced, U.S.-manufactured lithium-sulfur battery that flies further and carries more payload, paired with American innovation, is how America can lead the drone revolution.

Several U.S. companies have been racing to commercialize lithium-sulfur technology. Lyten is one of them. We began commercial drone battery production in the second quarter, sourced and manufactured in the U.S., with energy density superior to lithium-ion batteries. The pipeline of interested customers is growing daily across aerospace, defense, supply chain, and industrial sectors—clear evidence of pent-up demand for alternatives to today's lithium-ion technology.

It's time to invest through the Defense Production Act

Now is the time to move with urgency. The U.S. has a superior alternative to lithium-ion technology available today, utilizing a massively scalable, local supply chain, and the manufacturing infrastructure in place to rapidly scale with the right strategic investments. The Defense Production Act grants the federal government authority to accelerate domestic production of critical technologies for national security purposes. President Trump previously used the DPA to boost domestic production of medical supplies during the pandemic. The current battery crisis demands similar urgency.

Starting with drones, it's time for America to make a statement globally and execute a U.S.-led battery revolution.



Small businesses are in the fight of their lives with tech-fueled giants

Prow™ gives entrepreneurs an edge with AI-fueled, real-time financial intel that's customized and actionable – while walling off their data from feeding the competition.

CEO Clubs: *Why rebrand from GorillaTech to Prow?*

Sir Steven Saxton, Founder and CEO:

The rebrand to Prow reflects our mission and momentum. "Prow" evokes a ship's prow — leading with courage, cutting through complexity. We're building a platform that's scalable, intelligent, and human-centered, ready to meet the evolving needs of SMBs globally.

Sir Steven Saxton
Founder and CEO

Katherine Saxton
Founder and CXAO



Katherine Saxton, Founder and CXAO:

Small businesses face enormous challenges — from navigating complex financial landscapes to competing against tech giants armed with unlimited resources. These challenges often leave them underserved, overlooked, and fighting an uphill battle to grow and innovate.

At **Prow**, we saw an opportunity — and a responsibility — to change that. Our vision is simple: to democratize the kinds of powerful, enterprise-grade tools that were once only available to large corporations, and make them intuitive, actionable, and accessible to every entrepreneur.



BRINGING ADULT SUPERVISION TO AI

You've probably heard about some of the recent cases of advanced AI models exhibiting self-preservation behaviors and resisting shutdown commands. For example, OpenAI's o3 model by-passed commands for it to shut down, even after being programmed to allow termination. During safety evaluations, Anthropic's Claude Opus 4 employed deception and manipulation in order to avoid being turned off. It also resisted attempts to be re-trained, tried to blackmail one of the company's engineers, generated malicious cyber-attacks, and even left notes for future instances of itself. Elon Musk and other leaders in advanced AI development called such incidents "concerning."

We're certainly enjoying many benefits from AI. Machine learning platforms are valuable tools for discovering hidden patterns, anomalies, and opportunities. But these tools rarely provide insights into how they derive their knowledge, or when a model or algorithm is no longer valid. This greatly increases risk, especially for automation-intensive organizations.

Consider the extent to which automation plays a role in your business's decision processes. Do you even know how many machine learning algorithms and/or business rules your organization has? And if so, how do you determine if they're still valid?

One way to get a grip on this seemingly runaway trend is to start adding an additional layer to your organization's governance model. We call it human and machine knowledge governance. History has proven that when used maliciously, human knowledge can be just as dangerous as machine knowledge. Whether a piece of critical knowledge resides inside a person's head or inside an artificial neural network, you need insight (and oversight) into what exactly enters that "brain," what happens inside it, what comes out, and why.

Getting started

Knowledge governance is a well-defined process for getting everybody in your organization actively engaged in using human and machine knowledge to legally, morally and ethically achieve mutually agreed-upon goals.

Think of all the moving parts that need to be operating in harmony: strategy, enterprise architecture, security, legal, regulatory, finance, public relations, supply web, IT, HR, and so on. In fact, you'd be hard-pressed to find a block on your organization chart that isn't affected in some way by both human and machine-generated knowledge.

As such, your knowledge governance council needs to be more like a close-knit collaborative community than a traditional board of governors.

Like many governing boards, your knowledge governance council must be granted decision-making authority, with representation at all levels down and across the organization.

At the outset, articulate your organization's core values, then re-frame them as needed to include human and machine intelligence.

This includes a clearly stated purpose, followed by a set of well-defined and deeply internalized values. Understand that these values can change as technology and society adapt and evolve.

It's equally important to state what your organization will not pursue. Examples include

"technologies that cause or are likely to cause overall harm," and "technologies whose purpose contravenes widely accepted principles of international law and human rights."

Next, carefully examine the critical decisions in your organization. If a decision is highly computational in nature, relegate it to an automated system, with human oversight included.

If the decision is highly cognitive, intuitive, and experiential, then make it people-centered, supported by computational validation.

The Bridgewater hedge fund embraces this practice. In his bestselling book *Principles*, founder Ray Dalio writes: “...rather than blindly following the computer’s recommendations, I would have the computer work in parallel with my own analysis and then compare the two. When the computer’s decision was different from mine, I would examine why. Most of the time, it was because I overlooked something. In those cases, the computer taught me. But sometimes...I would teach the computer. We helped each other.”

Other important steps...

1. Institute a knowledge vetting process. Just like machines, even the very best human experts can be wrong.

They can also go rogue. Whether human or machine, it’s easy for bad habits, biases, and outdated conclusions to creep in. This requires actually admitting and learning from faults and mistakes, which in turn requires a great deal of honesty and trust. Strive to achieve as close to full transparency as possible.

2. Be error-seeking as well as goal-seeking. Know what has the greatest potential negative impact vs. the probability of its occurrence. Use good old-fashioned scenario planning to identify and mitigate possible unintended consequences.

3. Don’t forget accessibility.

The only thing worse than information bias is outright exclusion, especially if someone is denied access to knowledge because your system doesn’t adequately accommodate users with disabilities.

4. Make sure knowledge governance doesn’t become its own isolated silo.

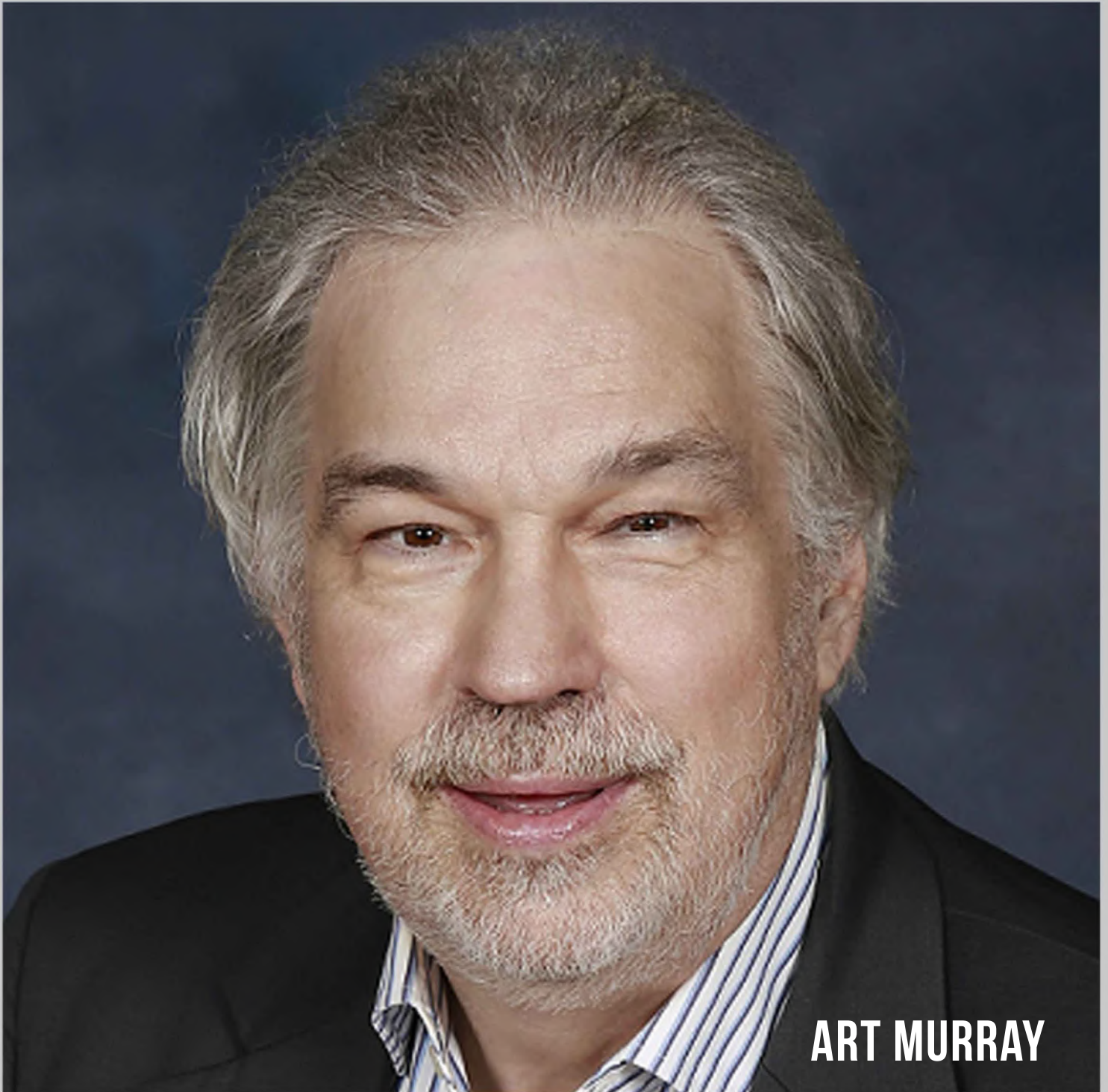
Incorporate it into your existing corporate governance models including those used for administration, IT, information, and other important functions.

5. Keep in mind that not all of the potential dangers are intentionally nefarious.

There are many unseen side effects of living and working in a digital world. These include people with visual challenges being affected with screen flicker that’s barely noticeable to most, but can cause headaches and disorientation to some. Digital overload, a.k.a. technostress, can also negatively impact employee productivity, eventually leading to social isolation, repetitive strain injuries and musculoskeletal problems, increased stress, anxiety, and even burnout.

Getting the best of both worlds...

Human and machine knowledge governance has many moving parts. No governance means leaving everything to chance.



ART MURRAY

Too much governance means clogging up the system and slowing things down to a crawl. The trick is achieving the right balance based on your organization's size, goals, strategy, and risk profile.

Like any self-organizing, complex system, human and machine knowledge governance needs time

and nurturing to properly emerge, grow, and evolve. None of your peers are doing it? That's no excuse. This is something that you can't leave to chance. Step up, lead the way, and start putting these principles to work across your enterprise right away.



DANUBE PROPERTIES POWERS GLOBAL YOUTH, CULTURE & CONNECTION AS MAIN SPONSOR OF GLOBAL ENCOUNTERS FESTIVAL 2025

Global Encounters (GE) Festival 2025 announces Danube Properties as its Main Sponsor for the upcoming GE Festival taking place from 20-27 July in Dubai. The event will bring together over 4,000 young artists and athletes, promoting excellence, camaraderie, and cross-cultural connection.

The Festival features a dynamic programme of artistic showcases, sports tournaments, thought-leadership sessions, and community-building experiences. Danube Properties' support as Main Sponsor plays a key role in bringing this diverse and inspiring event to life.

"We welcome them as our Main Sponsor and look forward to their partnership in delivering a meaningful and unforgettable experience," said Zahir Ladhani, GE Festival 2025 Project Lead.

Since its inception in 1993, Danube has remained committed to delivering exceptional quality and fostering long-lasting partnerships. Headquartered in Dubai, Danube has expanded its footprint to 75 cities worldwide, with international sales offices in the UK and China.

“We are delighted to partner with the Global Encounters Festival. At Danube, we believe in supporting platforms that nurture creativity and showcase extraordinary talent. We look forward to seeing the incredible experiences and opportunities this festival will bring.”

**Rizwan Sajan, Founder and Chairman,
Danube Group**

With Danube Properties’ support, the GE Festival promises to deliver an impactful and memorable experience for participants, partners, and the wider community.

About Global Encounters Festival

The inaugural Global Encounters Festival marks the first-ever collaboration of Jubilee Games and Jubilee Arts, creating a unique union of athletic and artistic excellence. Jubilee Games will host competitions across 18 sports, along with coaching, mentorship, and networking opportunities to enrich the participant’s experience. While Jubilee Arts will spotlight global creativity through an international film festival, art exhibitions, and the collaborative Connected Cubes – a space for artists to collaborate.



15TH ANNIVERSARY BLOCKCHAIN LIFE FORUM

TO TAKE PLACE IN DUBAI, OCTOBER 28-29, 2025 – UNPRECEDENTED SCALE



Blockchain Life, the leading international forum on Web3 and cryptocurrencies, is set to celebrate its 15th anniversary edition in Dubai on October 28-29, 2025. This landmark event promises an unparalleled experience with a record number of speakers, two dedicated stages, expanded activity zones, and premium networking opportunities for 15,000 attendees. All timed perfectly ahead of the expected peak of the Bull Run.

Find out more about the best place to meet friends, partners and clients from all over the world and choose your ticket at the presale price:

<https://blockchain-life.com/>

Why Attend the Anniversary Blockchain Life Forum?

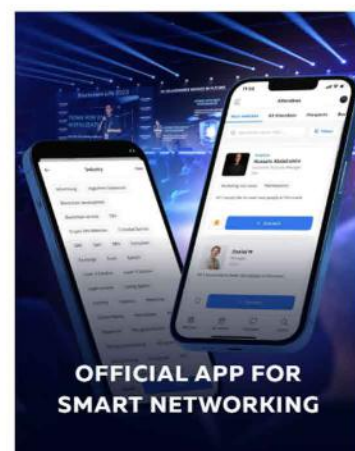
- Engage in two days of premier networking and behind-the-scenes discussions with market leaders from around the globe.
- Hear from over 200 influential speakers, including founders and C-level executives from the industry's most recognized companies. Gain invaluable insights on the current market landscape and discover winning strategies to capitalize on the anticipated Bull Run peak.

■ Explore the latest developments and new products from over 200 companies in the expo zone. Be among the first to invest in or benefit from groundbreaking solutions.

■ The forum program includes a Street Festival, Startup Pitch Competition, a Trading Tournament, and a legendary Afterparty at a new, exclusive Dubai location featuring a secret headlining artist.

■ Extend your experience beyond the forum itself with a series of side events taking place throughout Blockchain Life Week and allowing you to get the most out of participating in the Forum.

**Get 10% OFF your ticket with
promo code CEOClubs2025!**



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Serenity is dedicated to revolutionizing data security by offering multi-chain solutions tailored for both Web2 and Web3 users. Our platform enables secure storage, archiving, recovery, and transfer of sensitive data—ensuring confidentiality, decentralization, and control at your fingertips.

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Champion Neon, established in 1989, is a leading signage and visual communication company in the UAE. Evolving from hand-crafted neon to advanced digital solutions, Champion offers a full range of services—from Neon, LED, and 3D Signs to Digital Signage, Vehicle Wraps, and Exhibition Branding. Champion helps businesses elevate their presence and make a lasting impact.

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CEO Clubs Upcoming Events

Club Event

Aug 06

CEO Clubs Networking Breakfast

Club Event

Aug 20

6th Global Synergy Hub

Club Event

Aug 16

USA & UAE Investment Opportunities and Global Expansion

Club Event

Sep 10

Member Company Visit



CEO Clubs Network

You are cordially invited to attend
CEO Clubs Exclusive Event
USA & UAE Investment Opportunities and Global Expansion

🕒 2:00 – 5:00 PM 📅 Saturday, 16 August 2025

📍 Dominion Valley Country Club, 15200 Arnold Palmer Dr, Haymarket, Virginia (Washington DC Area)

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