

## Activities Report for Dubai Business Women Council for 2012

### March and April 2012:

#### 1-Network Majlis: “The Franchise Highway”

The DBWC held its **Network Majlis** for the month of March on March 6<sup>th</sup>, 2012 at the premises of Dubai Chamber. The Network Majlis hosted the speaker Husam Jandal, Senior Digital Marketing Consultant at **WSI**. Mr. Jandal tackled the current popular topic of “*The Franchise Highway*” amidst an audience that included the DBWC Members and Board Members. The presentation was a great success as it shed the light on a brand new concept for many of the members who attended and who are owners of SME enterprises and who wish to find ways to franchise their businesses.



## 2-Simmons MBA University, Boston visits DBWC

On March 11<sup>th</sup>, 2012 The Dubai Business Women Council conducted a presentation about “*Women in the UAE*” during a recent visit by students from **The Simmons MBA University** in Boston at the Dubai Chamber of Commerce and Industry headquarters. The visiting delegation consisted of 15 students and was headed by the university’s Associate Dean and Professor Lynda Moore.

DBWC President Raja Al Gurg delivered the presentation that focused on the achievements of businesswomen over the years. The presentation also discussed other key issues affecting women such as existing constitutional and legal protection for women, political participation, women in the workforce, women and education, businesswomen and entrepreneurs, women’s organizations, and the role of Emirati women in putting the UAE on the path of progress and prosperity.

Mrs. Raja Al Gurg was also joined by the Vice President of DBWC, Mrs. Faiza Al Sayed and a few Board Members which included Mrs. Fathiya Al Khamiri, Mrs. Sofi Saleh and Mrs. Maryam al Noori.



### 3-Women as Global Leaders Conference 2012 ( WAGL)

DBWC took part in the **Women as Global Leaders Conference 2012 (WAGL)** at Zayed University in Abu Dhabi on March 13<sup>th</sup>, 2012. Mrs. Raja Al Gurg, President of DBWC, participated in the opening panel discussion entitled “*Leadership Lessons for Emirati Business Women Leaders*”. During the panel, Mrs. Al Gurg discussed the leadership journey of women leaders, personal and organizational strategies for leadership development and success and the link of developing sustainable organizations.

**مشاركة متميزة لمجلس سيدات أعمال دبي في مؤتمر الأدوار القيادية للمرأة**

المؤسسية لتحقيق النجاح والتطور القيادي، ودورهن في خلق بيئة عمل متكاملة وبناء مؤسسات مستدامة.

ونلقش المؤتمر الذي تم تنظيمه تحت عنوان «نحو مستقبل مشرق للتنمية المستدامة في العالم: الصفات المميزة للقيادات النسائية الإماراتية ومدى تأثرهن بالتراث الثقافي الغني الذي تتمتع به الإمارات، كما تناول جدول أعمال المؤتمر كافة المفاهيم المتعلقة بالقيادة واستراتيجيات تحقيق النجاح القيادي، في الوقت الذي استعرضت فيه المتحدثات وجهات نظرن وأرائهن فيما يتعلق بدور القيادات النسائية في المساهمة بفعالية في دفع عجلة التنمية المستدامة في الإمارات ومختلف أنحاء العالم. وقالت رجا القرق إن المرأة الإماراتية تمكنت من تحقيق نقلة نوعية وإنجازات مهمة وضعتها

شارك مجلس سيدات أعمال دبي في مؤتمر الأدوار القيادية للمرأة في العالم 2012، الذي اختتم مؤخراً في جامعة زايد، بحضور رجا القرق رئيسة المجلس التي انضمت إلى قائمة المتحدثات الرئيسيات في الجلسة الافتتاحية للمؤتمر.

وكان لكل من فائزة السيد نائب رئيس المجلس وفريدة قمبر العضو في المجلس مشاركة فاعلة في الجلسة النقاشية، التي أقيمت على هامش جدول أعمال اليوم الثاني للمؤتمر. تحت عنوان «دروس قيادية من الرائدات الإماراتيات في مجتمع الأعمال». وناقشت المتحدثات مسيرة نجاحهن القيادي وسلطن الضوء على استراتيجياتهن الشخصية

ضمن أبرز السيدات الرائدات في العالم العربي، لذا فإن تجاربهن ورحلة نجاحهن تمثل مصدر الهام للجميع.

وأكدت أن دولة الإمارات لطالما تميزت بثرائها الثقافي والحضاري الغني القائم على الاحترام العميق للمرأة ودورها الفاعل في المجتمع. وهو ما شكل أحد الركائز الرئيسية التي مكنت المرأة الإماراتية من تعزيز حضورها ومساهمتها في النهضة التنموية الشاملة، مشيرة إلى حرص مجلس سيدات أعمال دبي على تسليط الضوء على عدد من أبرز قصص النجاح والإنجازات الرائدة لعدد من الرائدات الإماراتيات خلال مؤتمر الأدوار القيادية للمرأة في العالم 2012 الذي استضافته جامعة زايد مؤخراً.

(وام)

#### 4-DBWC and National Bank of Abu Dhabi( NBAD) meet to discuss joint ventures

Dubai Business Women Council concluded a meeting with senior management officials from the **National Bank of Abu Dhabi (NBAD)** on March 20<sup>th</sup>, 2012 that explored various ways to support women entrepreneurs in the UAE through banking services provided by NBAD to SMEs. The meeting was attended by DBWC President Mrs. Raja Al Gurg, DBWC Board Members Faiza Al Sayed, Sofi Saleh, Farida Kamber; and NBAD's Rola Abu Maneh – Senior General Manager of Wholesale Banking Group, Dr. Mariah Khan – Head of Velvet, Private Banking for Women of the Global Private Banking Group, Sarah Wadi –

Head of Business Development and Marketing of the Business Banking Group, and Ola Abdul Rahman – Senior Manager, Corporate Banking.



The meeting discussed the funding of start-up businesses of women as well as other joint projects that will help further strengthen the bank's strategic relationship with DBWC. Both parties also talked about the state of banking affairs in the country, the professional development needs of women in general and the growing participation of women in the banking industry.

## 5-Saudi Federation of Chambers of Commerce visits DBWC

The President of DBWC, Mrs. Raja Al Gurg along with Board Members Mrs. Faiza Al Sayed, Mrs. Fathiya Al Khamiri, Mrs. Sofi Saleh, Mrs. Khawla Lootah and Mrs. Maryam al Noori received a women delegation from the various Saudi Chambers working under the **Saudi Federation of Chambers of Commerce**.

Mrs. Raja Al Gurg welcomed the Saudi women delegation headed by Ms. Khoulood Al Tamimi, acting General Manager – Ladies Department, Saudi Federation of Chambers of Commerce in Riyadh, and her accompanying delegation comprising of heads of ladies departments from different Saudi Chambers.

The meeting was also attended by representatives from the Hamburg Representative office in Dubai.

The meeting reflected a mutual desire to discuss ways of building bridges, strengthening cooperation ties and working collectively in common areas of interest.



## 6-DBWC Supports The Emirates Women Award (EWA)

In support of **The Emirates Women Award (EWA)**, the DBWC organized an awareness workshop for business owners and professionals at Dubai Chamber on Sunday, April 8<sup>th</sup> 2012. The workshop was part of a series of EWA awareness workshops being held in various government organizations and departments throughout the Emirates, to announce and publicize the ninth cycle of the Award this year, and to inform the largest segment of business owners and professionals in the UAE about it. EWA operates under the Dubai Quality Group (DQG) and functions under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation Authority, Chairman of Emirates Group and Honorary Patron of DQG.

During the workshop, experts from DQG explained the terms and categories of EWA, including how to nominate and participate in it, various ways to take advantage of the initiatives and different ideas the Award offers, to improve the efficiencies of UAE businesswomen, both nationals and expats.

Mrs. Raja Al-Gurg praised the role played by EWA in supporting the achievements attained by women, inspiring their interest and transferring the experience and expertise of the Award to them. This is with the objective of spreading benefits of the Award to a large segment of business owners and professionals, to achieve positive and impressive results in professional, economic and leadership aspects of women in society, she said.



## 7-DBWC as Local Host for the MENA BWN Forum 2012

On April 12, 2012, Dubai Business Women Council (DBWC) inaugurated the first edition of the **MENA BWN Forum 2012**, the annual gathering of the members of the MENA Businesswomen's Network (BWN) that ran until April 13, 2012 at Park Hyatt in Dubai. Held under the patronage of H.E. Sheikha Lubna Al-Qasimi, UAE Minister of Foreign Trade, the MENA BWN Forum gathered delegates from all 10 MENA BWN member organizations across the Gulf, the Levant and North Africa, as well as participants from the US, Europe, and other parts of the MENA region.

The inaugural MENA BWN Forum was organized under the *theme "Unleashing the Economic Potential of Women in the MENA Region"*.

DBWC, a founding member of the MENA BWN and the **local host** of the Forum, revealed that representatives from different business organizations and academic institutions, including 8 students from Dubai University and 6 students from Dubai Women's College, attended the Forum.

The MENA BWN Forum served as a unique peer-to-peer event that was built on the power of the MENA BWN and the shared experiences of its members to provide each participant with the specific, hands-on skills and contacts necessary to transform and grow their business. It featured an exclusive round table meeting and Q&A session attended by the most powerful women in the region, including Arabian Business and Fortune Most Powerful Women/Vital Voices Global Ambassadors.



## May and June 2012:

### 1-DBWC Members in the Fashion Industry Meet International Designer, Angela Missoni

May 2012 at Dubai Business Women Council witnessed a couple of events of diverse levels. To kick off the month, some of our members attended the **“Afternoon Tea with Angela Missoni”** on May 14<sup>th</sup> at Boutique 1, Mall of the Emirates. Our ladies were privileged to have met with the esteemed designer and were also given the chance to an exclusive preview of her spring summer collection for 2012 before its launch in stores across the UAE.





## 2-Network Majlis on “The Importance of Sustainability Today”

This was followed by the DBWC’s Network Majlis on May 22<sup>nd</sup> which took place at Dubai Chamber and which hosted Ms. Deanna Othman General Manager, Priority and International Banking Middle East, and Chair Diversity & Inclusion, UAE, Standard Chartered Bank as the guest speaker of the session. During the session, Ms. Othman highlighted the following topic: *“The importance of sustainability in today’s world, what it means to us and what its external drivers are”*.

The session included a number of DBWC members and Board Members along with a few representatives from Standard Chartered Bank.



### 3- DBWC Supports Autism Gala Dinner

In addition, the DBWC supported the Autism Gala Dinner which took place at Atlantis, The Palm on May 25<sup>th</sup>. A number of the Council members and Board members attended the event in support of the cause. Autism in Dubai, an organization that strives to integrate autistic children in society, organized and hosted this event with the aim to increase awareness for autism in the UAE by supporting the effort of the Red Crescent in helping children suffering from the condition as well as their families.

### 4- Network Majlis on “The Secrets of Diamonds”

The month of June included a series of events for Dubai Business Women Council; some of which were DBWC events, while others were ones that the Council supported or sponsored.

Like every month, the DBWC held its Network Majlis for the June at Dubai Chamber. The highly engaging and informative Majlis which was entitled “*The Secrets of Diamonds*” took place on June 7<sup>th</sup> and the guest speaker was Mr. Ziad Khaled, one of GIA’s most eminent Gemologists. Khaled took the opportunity to talk about the 4 Cs of diamond value (Cut, Color, Clarity, and Carat). He also touched upon aspects such as diamond mining, appreciating diamonds and also about caring for diamond jewelry, drawing upon his vast experience in the field having worked with major jewelry manufacturers and international diamond retailers in Lebanon, Saudi Arabia and the UAE. Khaled concluded his talk with a practical session using a loop, which helped participants get a better understanding about the finer points of diamonds.

The session enlightened many of the ladies who were in attendance about several aspects of diamonds that they were not aware of.



## 5- DBWC members attend the Arabian Business Power 500 in Support of its President

On June 11<sup>th</sup>, members and board members of Dubai Business Women Council attended the Arabian Business Power 500 List event in support of the Council's President, Mrs. Raja Al Gurg, who was nominated at number 58 in this year's 2012 top 500 list. Jumping from last year's rank at number 168 to this year's number 58, the members and Board members at DBWC attended the event in support of Mrs. Raja and enjoyed the evening.

ARABIAN  
**Business**  
**Power 500**  
The World's  
Most Influential Arabs

## 6-DBWC Supports Forum on “Woman Leadership Development and Networking Forum”

Dubai Business Women Council supported a forum organized by Commercial Bank of Dubai and University of Dubai and which was held on June 20<sup>th</sup>. The event was entitled “Woman Leadership Development and Networking Forum” and took place in the main auditorium of the Commercial Bank of Dubai’s head office building. One of the panelists of this forum was DBWC’s member, Dr. Hibah Shata, and the aim of this event was to support the development of leadership and management skills amongst women through practical workshops, which will in time, allow them to identify how the role models were able to achieve progress, leadership styles used, strengths and inherent qualities that allowed them to achieve their goals.

The forum was followed by networking amongst the guests who represented diverse industries in Dubai and across the UAE.

### Woman Leadership Development & Networking Forum

- On Wednesday 20<sup>th</sup> June from 5:30 to 8:30 p.m.
- Commercial Bank of Dubai, Auditorium, Head office building opposite Deira City Centre



Commercial Bank of Dubai in collaboration with University of Dubai are sponsoring and hosting the first series of workshops titled Women Leadership Development for women in the UAE.

The first workshop will focus on: Discovering Women Leader’s Strengths using Role Models from our society.

#### Aim of Workshop

To support the development of leadership and management skills among women through practical workshops. The first workshop will allow the women to identify how the role models were able to achieve progress, leadership styles used, strengths and inherent qualities that allowed them to achieve their goals. The session will also allow for networking opportunities among participants and speakers.

#### Speakers on the forum

- Ameera Abdul Rahim Binkaram, Chairperson of the Sharjah Business Women Council
  - Azza Al Qubbaisi - Owner of ARJMST, leading UAE national Jewellery Designer & Maker
  - Elaine Jones - CEO of Asteco Property Management
  - Rama Chakaki - Co-Founder & CEO of Baraka Ventures
  - Dr. Hibah Shata - Dentist, Managing Director and co-founder of Child Early Intervention Medical Center and Child Learning and Enrichment Medical Center for children with developmental Delays
  - Kelly Eide, CEO, True Middle East
- Attendance is by invitation only, RSVP 04 2072638 / 707  
Email [sadam@ud.ac.ae](mailto:sadam@ud.ac.ae) to confirm your seat.  
- Last date for registration 15<sup>th</sup> June, 2012

Event sponsored by Commercial Bank of Dubai



## 7-DBWC Participates and Supports Breast Cancer Awareness Campaign

On June 27<sup>th</sup>, Dubai Business Women Council joined Dubai Hospital in its Breast Cancer Awareness campaign to educate women about the importance of self-examination and early detection. As part of its CSR and since Breast Cancer Awareness is a campaign that the Council strongly supports, DBWC will be supporting this great initiative in the next few months by marketing the campaign amongst its members and other contacts, and encouraging them to visit Dubai Hospital and other clinics for early detection tests. The campaign will target various organizations such as Latifa Hospital, Dubai Police, Dubai Public Prosecution and Dubai Municipality, and will have doctors from the Dubai Health Authority visit these organizations to educate women on the importance of self-examination and getting mammograms done all the way until the month of October, which has come to be known as Breast Cancer Day around the world.

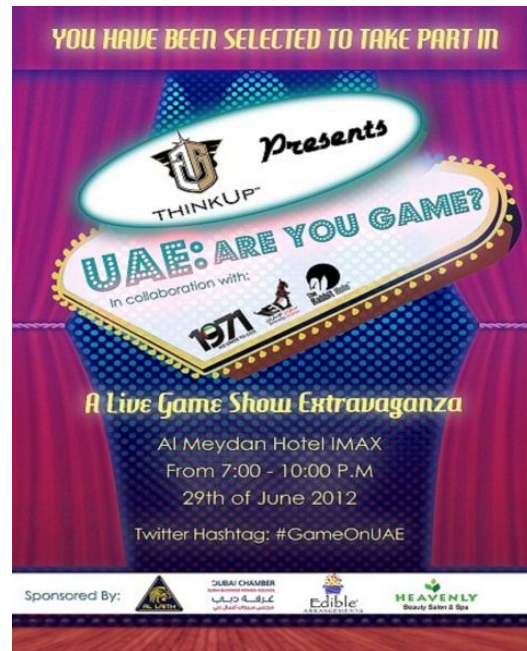


## 8-DBWC supports the Youth of the UAE in Think Up event: 'UAE: Are You Game?'

In addition to the above events, and as part of the Council's CSR, DBWC will sponsor and support

**Think UP** on their upcoming event **UAE: Are You Game?**

**Think Up**, which strongly supports young Emirati talent across the UAE, has recently come across a very unique opportunity to celebrate the highly respected athletes who are part of the London 2012 Olympics. **Think Up** decided to throw a unique event and have the athletes invited to enjoy a fun night which will take place at the IMAX theatre at the Meydan Hotel on the night of June 29<sup>th</sup>, 2012.



## September and October 2012:

### 1-Network Majlis “ The Art of Networking”

On September 20<sup>th</sup>, Dubai Business Women Council held a seminar as part of its monthly Network Majlis with Patricia González Cobos, Managing Director of Bonnétiquette, on “The Art of Networking” wherein Ms. Cobos discussed how etiquette and protocol can serve as strategic assets for business organizations. The Network Majlis was held at the Dubai Chamber of Commerce and was attended by leading businesswomen and other prominent women personalities in the UAE.

Cobos, a widely acclaimed independent corporate etiquette and international protocol consultant, provided practical tips and advice on creating a positive first impression, understanding body language in a networking event and networking etiquette. She explained that offering etiquette and protocol training and personal development at the highest professional level are key tools to improve both individual and corporate images. She also talked about her vision to refine the world by promoting civility, diplomacy and tactfulness.

Mrs. Raja Al Gurg, President, Dubai Business Women Council, said: “Top-quality training, consulting and coaching will certainly go a long way in boosting the confidence and reinforcing the competencies of businesswomen in Dubai. Patricia Cobos’ presentation has helped demystify several stereotypes and misconceptions about business etiquette, giving the participants a much better understanding of how etiquette and protocol can serve as strategic assets. It was indeed a very informative and intellectually-stimulating session with many practical lessons that will definitely help businesswomen stay competitive in today’s highly challenging business environment.”



## 2- The 2012 Women’s Forum- Deauville, France

October 2012 witnessed various events of different sorts for Dubai Business Women Council.

The month kicked off with the annual Women’s Global Forum in Deauville, France from October 10 to 12 under the theme “Wanted: 360° Growth”. This forum was one of the 8<sup>th</sup> forums that were held in this series and it witnessed a diverse range of women from across the globe. Mrs. Raja Al Gurg, President of DBWC, and Ms. Nadine Halabi, Coordinator of the Council, attended the Forum to represent Dubai and Dubai Business Women Council.

The international financial crash of the late 2000s created more than global economic recession. It also accentuated popular doubts about the growth paradigms on which our economies are built. **The 2012 Women’s Forum** took up these questions about fundamentals in a program on *Wanted: 360° growth*. To build the future with women’s vision, the agenda incorporated some of the most innovative and talented women thinkers and doers in business, the media, civil society and the educational arena. They were accompanied by their men colleagues for an encompassing perspective.





### 3- DBWC Members attend Conference by Lombard Odier on 'Emerging Consumers – Rising consumption in emerging markets and agriculture'

Dubai Business Women Council has teamed up again with Lombard Odier Investment Managers (LOIM), part of the Swiss private banking group Lombard Odier, and jointly organized a conference titled 'Emerging Consumers – Rising consumption in emerging markets and agriculture' on October 17, 2012, at the Park Hyatt Hotel, Dubai.

The conference, was attended by several DBWC members and senior representatives from Lombard Odier Investment Managers, and featured a presentation by Didier Rabattu, Senior Portfolio Manager, LOIM. Rabattu shed light on the changing global consumption patterns and how emerging markets are seeing a steady increase in consumption.

**مجلس سيدات أعمال دبي ينظم  
ملتقى بالتعاون مع «لومبارد أوديه»**

دبي - «الخليج»:

كشفت «مجلس سيدات أعمال دبي» عزمه على تنظيم ملتقى اليوم تحت عنوان «المستهلكون الجدد-الاستهلاك المتنامي في الأسواق الناشئة والزراعة» في «فندق بارك حياة» في دبي. ويأتي تنظيم الحدث في إطار التعاون المشترك بين «مجلس سيدات أعمال دبي» و«لومبارد أوديه» إنفستمنت مانجيزز، إحدى الشركات التابعة للمجموعة السويسرية المتخصصة بالخدمات المصرفية الخاصة «لومبارد أوديه». وقالت رجاء القرقي، رئيسة «مجلس سيدات أعمال دبي»: «أسهم النمو الاقتصادي القوي الذي شهدته الأسواق الناشئة خلال السنوات الأخيرة بشكل ملحوظ في زيادة معدلات الاستهلاك السنوي، ما خلق فرصاً واعدة وتحديات جديدة على السواء. ومن هنا، بات الاستثمار في الصناعات الزراعية والمستدامة أولوية قصوى خلال السنوات المقبلة، وهو ما سيكون محور التركيز الرئيسي خلال الملتقى المرتقب».



رجاء القرقي

#### «سيدات دبي» ينظم ملتقى حول «الاستهلاك المتنامي بالأسواق الناشئة»

دبي (الاتحاد) - ينظم مجلس سيدات أعمال دبي ملتقى «المستهلكون الجدد - الاستهلاك المتنامي في الأسواق الناشئة والزراعة» اليوم في «فندق بارك حياة» في دبي. وقال المجلس في بيان صحفي أمس إن تنظيم الملتقى يأتي في إطار التعاون المشترك بين «مجلس سيدات أعمال دبي» و«لومبارد أوديه إنفستمنت مانجيزز». إحدى الشركات التابعة للمجموعة السويسرية المتخصصة بالخدمات المصرفية الخاصة «لومبارد أوديه» ومن المقرر أن يتخلل جدول أعمال الملتقى، الذي سيشهد حضور عدد من أعضاء «مجلس سيدات أعمال دبي» وكبار الممثلين الرسميين عن «لومبارد أوديه إنفستمنت مانجيزز»، عرضاً تقديمياً من قبل ديديه راباتو، كبير مديري المحافظ الاستثمارية في «لومبارد أوديه إنفستمنت مانجيزز». وسيسلط راباتو الضوء على أنماط الاستهلاك العالمية المتغيرة وزيادة المطردة في معدلات الاستهلاك ضمن الأسواق الناشئة.

**4- DBWC support and attend *Emirates NBD Global Business Series***

As partners of the Intelligent SME Magazine, members of the Dubai Business Women Council were invited to attend the kickoff of the **Emirates NBD Global Business Series** at the Ritz Carlton DIFC on October 17<sup>th</sup> from 7:00 to 9:00 PM. The event is an initiative by Dubai SME and will be held on a monthly basis, hosting a different successful speaker each time.

The introductory session hosted Mr. Yogesh Mehta, Chairman and CEO of Petrochem Middle east. Many DBWC members attended the event for some selective networking, entertainment as well as for some inspiration behind Mr. Mehta’s success story.

**Emirates NBD Global Business Series**

Up close & Personal with UAE's business icons

**Yogesh Mehta**  
Managing Director of Petrochem Middle East.

An **exciting evening** with **scintillating jazz music**, an **inspiring, interactive session** followed by a **classy corporate comedy act.**

Date: October 17, 2012  
Time: 7.00 - 10.00 pm.  
Venue: The Ritz-Carlton, DIFC, Dubai

7.00 -7.45pm.: Networking session complimented by a jazz performance  
7.45 - 8.00pm.: Keynote speeches by Dubai SME, Emirates NBD  
8.00-9.00pm.: Interactive session with Yogesh Mehta and Q&A  
9.00-10.00pm.: Corporate Humour by Ali Al Sayed

Only by invitation. For entrepreneurs and senior executives  
\* Terms & conditions apply

Free registration please visit : [www.dubai-gbs.com](http://www.dubai-gbs.com)

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## 5- DBWC Co-Host Fashion Show for Renowned Lebanese Fashion Designer, Randa Salamoun

Dubai Business Women Council co-hosted an exclusive fashion show at the Harayer/Salsabeel Room, Al Bustan Rotana Hotel, Dubai on October 23, 2012, featuring the latest creations of renowned Lebanese designer Randa Salamoun, Organized in collaboration with Balsam Al Khalil, Chief Representative-UAE & Gulf Region for Bank of Beirut and a member of DBWC, the fashion show showcased 50 pieces from Salamoun's latest collection, which had been recently shown privately during the Paris Fashion Week and will be showcased for the first time in the Arab world.

The show featured 40 pieces from Salamoun's ready-to-wear "Pearl" collection S/S 2013, along with 10 Haute Couture pieces, including bridal and henna dresses. In addition to her Haute Couture line and ready-to-wear collections, Salamoun has also created the ethnic-inspired "Ishtar" collection, which draws inspiration from many cultures and includes day wear and casual Abaya, and the Home Collection, which specializes in high-end bridal trousseau and delivery suits. Salamoun's creations have headlined several international fashion shows in Rome, Paris, Russia and most of the Arab world.

## November and December 2012:

### 1-DBWC partner up on The Pink Ribbon Event for Breast cancer Awareness

Saudi German Hospital-Dubai has partnered with Dubai Business Women Council (DBWC) to hold a Cancer awareness event, The Pink Ribbon Event on November 5<sup>th</sup>, 2012. The partners collaborated to invite opinion leaders in the society and business community, to a high-profile event organized by the hospital.

The event was supported by Dubai Business Women Council (DBWC) which was the official representative for women entrepreneurs and professionals in Dubai. Another key supporter was Pink Polo, a family-focused cancer awareness initiative; Worood, one of the regions's leading floral suppliers; the Pink Rose Foundation, which provides scholarships to help children overcome family losses caused by cancer, which also distributed pink roses to attendees as a symbol of support; and Abu Dhabi Commercial Bank (ADCB), a consistent supporter of cancer awareness.

The event featured lectures by experts in X-rays, Surgery, Obstetrics and Gynecology. Participants also networked to share ideas for smart partnerships and fund-raising. In a "Question and Answer" segment with health experts, the audience's questions indicated that Dubai women are shifting their emphasis from cancer treatment to cancer prevention. To boost early detection, a Grand Draw gave some audience members vouchers for free mammograms.

Mrs. Raja Al Gurg, President of DBWC, added: "The community is where our customers and employees come from. Therefore we are delighted to come together and boost not only the emirate's physical health, but its economic health as well. Moreover, being a women-oriented organization it is imperative that we support high-impact initiatives that address women's health."

The event ended with participants embarking on a tour of the hospital, where they explored some of the biggest and most advanced medical facilities in the country and the region. Future events are expected to motivate the business community to play a greater role in cancer awareness.

## 2-DBWC President Awarded 'Most Influential Arab Woman in Family Business' at Forbes ME Forum

Dubai Business Women Council's (DBWC) President, Mrs. Raja Al Gurg, has received the 'Most Influential Arab Woman in Family Business' award during the Forbes Middle East CEOs Forum that was held in Dubai recently under the patronage of H.E. Eng. Sultan bin Saeed Al Mansoori, UAE Minister of Economy. The awards ceremony was hosted in celebration of the exceptional achievements of outstanding CEOs and distinguished leaders from diverse sectors, including some of the MENA region's most influential women.

Commenting on the award, Mrs. Raja Al Gurg said, "It is certainly an honour for me to receive this award from Forbes Middle East, and I am glad that I have been able to influence other women in the region to realise their entrepreneurship dreams. An increasing number of women in the MENA region are demonstrating their business acumen and proving their ability as highly capable entrepreneurs, while at the same time efficiently managing their family commitments. I would like to dedicate this award to all women in the region who have made a positive contribution to the socioeconomic development of the Arab world."



THE CONTINUOUS EVOLUTION OF TECHNOLOGY

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Middle East



## EMIRATI INSPIRATION

RAJA AL GURG: EXACTING  
BUSINESS LEADER AND SHINING  
EXAMPLE AMONGST ARAB  
WOMEN

UAE ..... AED 30  
SAUDI ARABIA ..... SAR 30  
BAHRAIN ..... BHD 3  
KUWAIT ..... KWD 2.5  
QATAR ..... QAR 30  
OMAN ..... OMR 3  
OTHERS ..... \$8



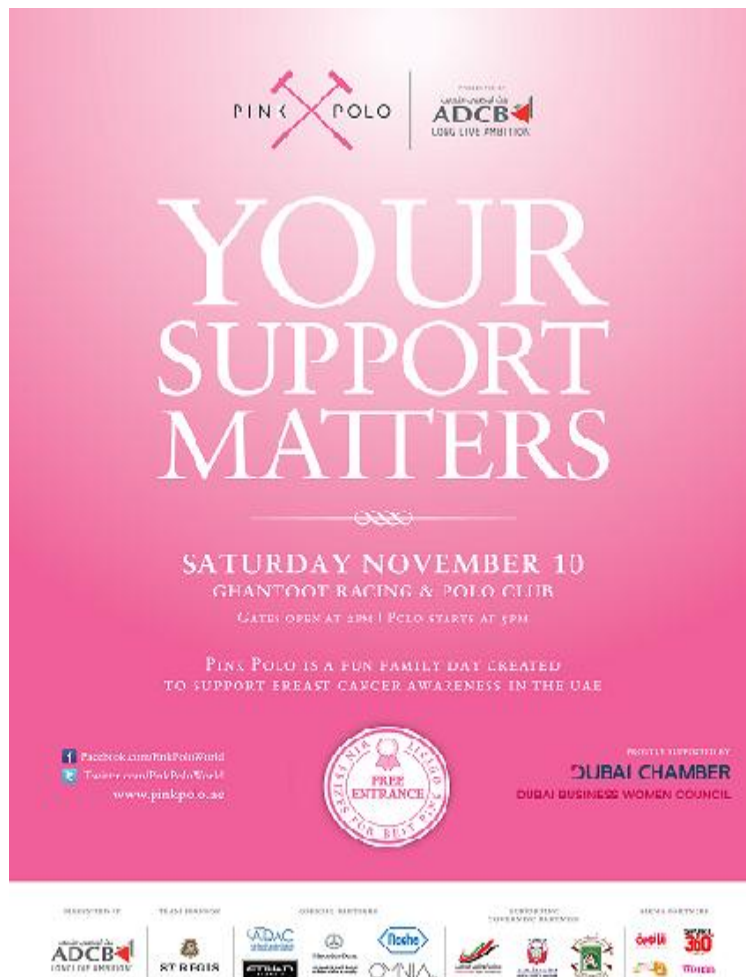
### 3- DBWC Support Pink Polo Event

Dubai Business Women Council (DBWC) earlier this month joined forces with Pink Polo, the UAE's ground-breaking breast cancer initiative, to promote breast cancer awareness in the UAE community.

Designed as a fun family day out, the third edition of Pink Polo, which took place at the Ghantoot Racing & Polo Club on November 10<sup>th</sup>, 2012, featured an exhibition Polo game between the event's Presenting Partner Abu Dhabi Commercial Bank (ADCB) and St. Regis.

DBWC is the official representative organization for business women, both professionals and entrepreneurs, in the emirate of Dubai. In line with DBWC objectives, the Pink Polo initiative is focused on building awareness, educating the community about specific issues, and promoting opportunities, while also stimulating a positive change in the community.

Carrie McNeill, Founder of Pink Polo, said: "Working with the DBWC is an excellent opportunity for Pink Polo to connect with business leaders who can help spread our important message even further afield. As a business owner myself, I am always interested in what is happening at the DBWC, so I am very pleased to have them on board."



#### 4- NBAD Launch 'Furstai Economic Empowerment Programme' with Tailor made workshop for DBWC

The National Bank of Abu Dhabi (NBAD) has launched the Fursati Economic Empowerment programme, a first of its kind initiative in the UAE which includes educational seminars for women and aligning NBAD products and services to meet the needs of women in business.

"Through this programme, the National Bank of Abu Dhabi will offer its intellectual and financial capital to support the economic empowerment of UAE women," says Ehab Anis Hassan, the Group Chief Human Resources officer of NBAD. "We aim to make this a comprehensive community programme that extends to youth as well as women in business and careers, including the Bank's women employees."

Mr. Hassan continues: "The National Bank of Abu Dhabi is committed to supporting Abu Dhabi 2030 Vision, which aims to develop Abu Dhabi into a world class hub of commerce and culture. Our objective in launching the Fursati programme is to increase entrepreneurialism and investment skills among UAE women and youth, who are a key to the future progress of the country."

NBAD's Velvet offering, a NBAD private banking services exclusively for women; and the Bank's Learning & Development Division have collaborated to design and implement the Fursati-Economic Empowerment initiative, customizing beneficial and suitable programmes to equip women and youth with essential skills in today's challenging financial environment. The offering includes one training session per month in cooperation with the Dubai Business Women's Council and other organizations in the future.

Mrs. Raja Al Gurg, President, Dubai Business Women Council, said: "Dubai Business Women Council is pleased to support NBAD's Fursati-Economic Empowerment programme. This initiative which comprises widely informative and highly motivating seminars complement our own efforts to provide practical training and educational support to the members of DBWC. I am confident that these workshops will provide key insights about entrepreneurship and vital advice that will help participants become extremely successful in their respective businesses."





## 5-DBWC Members attend a morning briefing on *Designing and Embedding World-Class Customer Experiences*

An exclusive invitation was extended to DBWC members to with special guest speaker, Gillian James, Managing Director of TMI UK and renowned Customer Experience Consultant. This briefing was designed to those in retail, banking or other service-oriented businesses.

Recent studies have shown that repeat customers spend 33% more than new customers and generate 107% more referrals than non-customers. The question is, how do we move customers towards loyalty? The session which took place on November 19<sup>th</sup> at the Royal Radisson Hotel was designed to answer all these questions.

During this interactive session, Gillian – the global lead for TMI's Customer Experience – covered the following areas:

- What is the difference between good service and brilliant experiences?
- What are the key customer trends today and what does the future hold?
- How can we develop a closer understanding of our own customers?
- What are the key building blocks to developing a differentiated experience?
- Which organisations do it well and what do they do?
- How ready is your organisation and what might your first steps be?

Gillian James is the global lead for TMI's Customer Experience practice. She is a well-respected expert in defining and embedding Customer Experiences in organizations and has helped clients like Apple, Malaysian Airlines, Marks & Spencer and British Airport Authority enhance their customer experience.

Many DBWC members attended the session and benefited greatly from all the points discussed.



## 6-MENA BWN General Assembly Meeting attended by President and VP of DBWC in Bahrain

Mrs. Raja Al Gurg, President of DBWC, and Mrs. Faiza Al Sayed, Vice President of DBWC, both attended the General Assembly Meeting for the MENA Business Women Network in the Kingdom of Bahrain on November 19<sup>th</sup>, 2012.

The one day meeting kicked off with a meeting with H.E Dr. Fatima Al Balushi, Minister of Human Rights and Social Development. It was followed by a meeting with the Minister of Industry and Commerce, H.E Dr. Hassan Fakhro to discuss various business related matters in Bahrain and across the MENA region. The delegates were then taken to the Bahrain Business Women Society to meet with Ministry representatives and prominent business women before going for the last meeting of the day with the Bahraini Prime Minister, H.H Sheikh Khalifa Bin Salman Al Khalifa.

As a Network, MENA Business Women Network (MENA BWN) represents a unified voice for women committed to social progress through economic development. It is a remarkable achievement to have evolved from an unstructured group of organizations into a 10-country member organization in just four years. Its leaders have built trusted relationships across a diverse region encompassing North Africa, the Levant and the Gulf; they have embraced and realized the “pay it forward” model of leadership by giving back to their communities, youth and other women; and they have promoted and affirmed the role of women in business. Businesswomen focus on goals and outcomes in their businesses and they bring the perspective to the MENA BWN. Their goal: “Increase opportunities for women to advance in their economies by strengthening and expanding the MENA Businesswomen’s Network and its Network Hubs to have a greater impact on its members and contribute to the larger community.”

Similar to the mission of the DBWC, the mission of the MENA BWN is to expand the number of women in business; increase the value of their businesses; promote a regional culture of entrepreneurship, particularly among youth; advance the role and perception of women in society; develop and support each other as leaders; advocate for women’s economic and social progress; create synergy with other regional and global networks and maintain and celebrate the strong cultural traditions and heritage of MENA women.



