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DUBAI CHAMBER

DUBAI BUSINESS WOMEN COUNCIL

EMPOWERING,
EDUCATING AND
LEADING **CHANGE**

DBWC Participates at Zayed University's Annual Career fair

Zayed University in Dubai recently organized its annual career fair which was held in both branches in Abu Dhabi and Dubai. Sami Gargash, the Executive Director of Mohammed Bin Rashid Housing Establishment, Sadeq Al Mulla, the Chief Executive Officer and Executive Management for Zayed University, and a number of teaching and management committee members attended the two day event. The first day's activities were held at the ladies' section and the second in the mens' section where a total number of 100 companies and institutes participated in the fair in both locations.

Prior to the opening of the fair, Her Excellency Shiekha Lubna Al Qasmi, the Minister of Development and International Cooperation, President of Zayed University, visited the university premises. Organizers of the fair discussed what could be achieved through the fair while Her Excellency stressed the

importance of the fair for empowering new generations to gain career skills and to direct them in the right direction to achieve their goals after graduation along with empowering them to enter the career world.

Commenting on the fair, H.E. said: "This fair represents the initiatives of the university to achieve the goal of the development of human capital through encouraging the students and motivating them to explore their capacities and harnessing their skills and abilities in the right way to achieve the national agenda and the insights founded by the wise leadership in order to enhance our country and citizens of the UAE".

Her Excellency invited all national students to benefit from the opportunity to move towards the future with ambition and great pace and confidence. She pointed out that this fair is a systematic link between the academic and practical phases, and contributes to supplement the career of the students, as it gives them broad training opportunities as they study which will qualify them to explore their choices and career paths after graduation.





Ro'Ya Workshop series kicks off with focus on Business Plan Fundamentals

Applicants obtain exclusive training by DBWC think tank partners INNOVEST ME, with the support of Manchester Business School

Ro'Ya, a joint collaboration between the Dubai Business Women Council (DBWC) and MasterCard today hosted its first workshop at the Dubai Chamber of Commerce and Industry focused on "Business Plan Fundamentals". The half-day workshop gave Ro'Ya applicants exclusive training by INNOVEST ME, a company that specializes in business startups and SME expansions in the

Middle East. The Module was sponsored by Manchester Business School (MBS) Middle East Centre in Dubai, the regional centre of the UK's largest campus-based business and management school.

The first of the Ro'Ya workshop series saw more than 45 Ro'Ya applicants attend the workshop which was presented by Bassam Falah, Founder and Managing Director, and Moatassem Moatez, Business Partner, both from INNOVEST.

“We have received great support from the community and business community since the launch of the Ro'Ya initiative earlier in January this year,” said Mrs. Raja Al Gurg, President of DBWC. “This is a direct reflection of the need to support women in business and the opportunities that are awaiting flourishing entrepreneurs in the UAE. Now that the submissions have closed for Ro'Ya, we are extremely proud to have started the workshop sessions as we will provide further training and education to the ladies which will enable them to strengthen their business plans and eventually aid in resubmitting a stronger and more feasible plan that will make them the winner of Ro'Ya 2014.”

The first of the nine workshop sessions focused on the fundamentals of a business plan which gave participants an in-depth understanding of the basic requirements of drafting a business plan. Topics included: Strategic planning framework, main habits of strategic thinkers, EDSODA planning principles, the planning cycle, components of a business plan, creating a business back-up plan, techniques and practical tools to implement business plans and barriers to effective planning and means for improvement.

Bassam Falah, managing director of INNOVEST ME added: “We have been captivated by DBWC's mission of supporting women entrepreneurs in the UAE, as it is very much in line with our company core values and corporate social responsibility programs. Having launched many startups in the region, we have lived the challenges entrepreneurs face and are very glad that we will be able to guide Ro'Ya participants through their exciting journey. Bringing

onboard MBS as active sponsors of the first module “Business Plan Fundamentals” was a great plus, as participants have also benefited from the academic wealth of one of the world’s top ranked business schools.”



Group Picture with Ro'ya Participants and the team of speakers and sponsors at the first Ro'ya Workshop



Group picture with the sponsors and speakers of the workshop: from left to right- Shaima Sunil, Saad El Hajj, Bassam Falah, Moatassem Moataz and Nadine Halabi

Mental Toughness workshop brings DBWC members together at the April Network Majlis

Kompass facilitates half day workshop at Dubai Chamber of Commerce and Industry

The Dubai Business Women Council (DBWC), the official representative organization for business women, both professionals and entrepreneurs, in the Emirate of Dubai, recently held its monthly Network Majlis event at the Dubai Chamber of Commerce and Industry under the theme “Mental Toughness and High Performance”. Leila Rezaiguia, Co-Founder and Managing Partner at Kompass, an innovative consultancy who specializes in enabling performance excellence for individuals, organizations and educational institutions to ensure business and career success, facilitated the half day workshop.

The interactive workshop provided participants with valuable insight into what Mental Toughness is (a personality trait which determines, in some part how individuals perform when exposed to stressors, pressure and challenge, irrespective of the prevailing situation) and focused on topics such as: understanding its role in developing yourself, your kids, your businesses and organizations, along with its impact during times of change and pressure. Kompass also shared some strategies on how to develop mental toughness to consistently achieve peak performance as individuals and teams during pressurized periods in your daily life and at work.

“Our business world is complex and as the UAE and the rest of the world evolves, this will carry on getting more complex. As a woman in business it is important to understand what mental toughness is and how you can enhance your own personal skills to adapt to external influences,” said Mrs. Raja Al Gurg, President of DBWC. “Although we can’t change the complexity and the turbulence in the business environment, we can turn challenges into opportunities by having the skillset to tackle issues head-on. We are extremely excited to share this great workshop with our members today as it’s our vision to aid in the growth of every business women in the UAE.”

Leila is a dynamic Human Development professional that strives to work with people at all career levels to unlock their potential. She is a multi-lingual (English, Arabic and French) facilitator, an ICF qualified Team and Life Coach and Mentor with 16 years international experience.

“We are honored to facilitate today’s session on Mental Toughness and High Performance among a group of enthusiastic business women alongside the DBWC. We work with individuals, entrepreneurs, kids, parents, teams and sporting teams to help them understand mental toughness and how to develop skills and knowledge to enhance their performance, well-being and behaviour in life and in the workplace” added Leila.

Genny Ghanimeh, CEO of Pi Slice, also made a special appearance at the April Networking Majlis event during which she shared some of her insight on Social Entrepreneurship and Innovative Social Responsibility. Genny captivated the audience with a quick talk about PI SLICE, the first ever crowd-lending platform in the MENA region, the many challenges of social entrepreneurship from a female perspective and the lessons learnt from navigating through all of them.



Group Picture at the Network Majlis



Our speakers for the day: from left to right- Genny Ghanimeh, Founder and CEO at Pi Slice; Leila Rezaiguia, Managing Partner at KOMPASS, accompanied by DBWC Board Member, Mrs. Samia Saleh

EXECUTIVE WOMEN- MIDDLE EASTERN WOMEN UNLOCK THEIR POTENTIAL

Executive-Women community (Executive-women.com) -under the umbrella of Neopromo FZ LLC, presided and founded by Mr. Jad Kamel and in partnership with international motivational speaker Carole Spiers-, answered the needs of Middle Eastern women by delivering its first master class program in Dubai on the 26th of April 2014.

This open space for communication hosted a community of women entrepreneurs who shared expertise and mingled with 'early birds.'

The event took place at the Emirates Golf Club from 10:00 a.m. to 5:00 p.m. and was indeed an inspirational journey.



Upcoming Network Majlis Sessions and Events:

**THINK LIKE A
SEARCH ENGINE
AND INCREASE YOUR
WEB TRAFFIC**

Victoria Tomlinson is an international businesswoman and speaker on business, social media and leadership.

She will share with members of Dubai Business Women Council, during the May 13th Network Majlis, the inside secrets of how Google works and how you can come top of Google searches – for individuals and businesses - without paying for SEO or having a corporate website.

In this interactive workshop, Victoria will cover:

- The magic wand for Google – keywords that people really search for and how to use this knowledge
- What Google loves – really good 'content'; helpful advice; tips; insights
- Understanding the expertise and 'content' that you have as an individual and in your business
- The importance of sharing – Twitter, LinkedIn, Google+, Pinterest
- Posting keywords on a regular basis
- Listening to your customers – the jewels of questions
- Why blogs are the quickest way to the top of Google
- 5 steps everyone can take to improve their Google ranking

Everyone attending will receive a FREE copy of Victoria's Amazon bestseller, *How to Write a Top-ranked Business Blog*. Victoria's biography is also attached for your reference.

• Tuesday – May 13th, 2014

- 11:00 am - 12:30 pm followed by Q and A's and networking until 01:00 pm
- 2nd floor, Dubai Chamber, Baniyas road, Deira
- English

**This workshop is held exclusively to DBWC members and email RSVP is MANDATORY*

Registration and networking will take place as of 10:00 am, and the workshop will begin at 11:00 am promptly.

Your punctuality is highly appreciated as the session will begin on time.

To confirm your registration, please RSVP to Tania.ghoussainy@dubaichamber.com by no later than Sunday, May 11th 2014.

We look forward to offering you a great experience with us!



Free Valet Parking is available to guests at the Creek side parking of the building.

DUBAI CHAMBER
DUBAI BUSINESS WOMEN COUNCIL

Join the Premier Conference for Digital Business in the Middle East

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TO ATTEND

130

Speakers

International and regional
experts in e-business

1,000

Participants

Digital professionals,
entrepreneurs, and investors

70

Exhibitors

Leading digital
companies and SMEs



High Profile Speakers



Nick Barron
CEO, MENA
MediaCom



Fadi Chehade
President & CEO
ICANN



Soulaïman Itani
CEO
Atheer Labs

Summit Schedule



FORUM TRACK
E-business

E-commerce, mobile, media & content,
marketing & advertising, and gaming



STARTUP TRACK
Entrepreneurship

New entrepreneurial initiatives and discussions
with investors, incubators and accelerators



DIGITAL SHOWCASE

Young Digital Companies

Innovative enterprises showcase their products and services

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Exhibition

70 leading digital companies and SMEs from MENA, Europe, the US, and emerging markets.

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Summit Activities



Speed Networking
Rapid one-on-one meetings



Press Center
Digital news and announcements



Developer Championship
Final competition round



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THE UAE'S SME
ECOSYSTEM!



Recognising success, growth
and innovation in UAE SMEs



29 October 2014, Dubai
www.meedsmeawards.com

HEADLINE SPONSOR:



CATEGORY SPONSOR:



ABOUT GULF CAPITAL SME AWARDS

The Gulf Capital SME Awards Programme recognises success, growth and innovation in business. It provides a platform for SMEs to raise their profile, brands, products and services.

KEY DATES



20 MARCH 2014
– Open for entries



AUGUST 2014
– 1st Stage judging
– Shortlisting entries



29 OCTOBER 2014
Dubai – Awards
Presentation and dinner



20 JUNE 2014
– Entry deadline



SEPTEMBER 2014
– Judging presentations
(If you become a finalist, a senior member of your management team will need to present face to face to the judges)

CATEGORIES RECOGNISING BUSINESSES

- Gulf Capital Business of the Year
- Emirati Business of the Year
- MasterCard Small Business of the Year
Turnover 50m AED or less
- RSA Start-up Business of the Year
Businesses must have been trading for less than 2 years to enter this category.
- Online Business of the Year

CATEGORIES RECOGNISING INDIVIDUALS

- Entrepreneur of the Year
- Business Leader of the Year

CATEGORIES RECOGNISING INNOVATION, BUSINESS INITIATIVES AND PRODUCT DEVELOPMENT

- Sustainable Initiative of the Year
- Business Innovation of the Year
- Customer Focus of the Year
- People & Culture of the Year

Entry eligibility:

Entrants must hold a valid trade license and have been trading for 2 years, have a turnover of 250 million AED or less and less than 250 employees*. Entries will not be accepted from branches of international subsidiaries.



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To find out more about sponsoring the awards programme please contact: Becky Crayman on +971 (0) 50 559 0713 or email becky.crayman@meed.com



SPONSORSHIP OPPORTUNITIES

WHY SHOULD YOU SPONSOR?

- **ACCESS TO NEW CLIENTS ACROSS THE UAE**
 - expand your network
- **PROMOTE YOUR BRAND**
 - position your company as the leader in its field
- **ENGAGE IN DEBATES WITH THE AWARDS COMMUNITY**
 - position yourself as a thought leader
- **STRENGTHEN YOUR EXISTING RELATIONSHIPS**
 - open doors for new deals
- **RAISE YOUR BRAND PROFILE**
 - achieve recognition in new markets
- **LEARN WHAT IS NEW IN THE MARKET**
 - incorporate this in your business strategy
- **UNDERSTAND THOUGHTS ON THE INDUSTRY CHALLENGES**

2013 AWARDS IN NUMBERS

- No. of Award categories: 11
- No. of Judges: 25
- No. of submitted entries: 215
(28% increase in entries YoY)
- No. of Finalists: 66
- No. of Highly Commended: 5
- No. of attendees: 407

- contribute to industry sustainability
- ASSOCIATE WITH THE CORE VALUES OF SUCCESS, INNOVATION AND GROWTH

GULF CAPITAL SME AWARDS MARKETING CAMPAIGN

Marketing reach: The expected number of people reached with the marketing campaign for the awards will exceed 2 million broken down as follows:

ACTIVITY	REACH (People exposed to the activity)
Direct Mail at events	10,000
Email Marketing (including press e-mails)	120,000
Social Media	Linked-in group, Facebook and Twitter activity for the event
Online (Web-seminars, PR Press releases)	1.1 Million
Print Advertising	62,000
Telesales	1,500
Other / Misc.	20,000
TOTAL	2,314,500



HEADLINE SPONSOR:

CATEGORY SPONSOR:



THE FOLLOWING SPONSORSHIP OPPORTUNITIES ARE LIMITED:

Headline Sponsorship – BOOKED

- Includes category sponsorship for the Business of the Year and exclusivity in your sector

Award Category Sponsorship

- Connect with a specific award which relates to your services/vision/business development objectives

RSA Start-up Business of the Year

MasterCard Small Business of the Year – BOOKED

Platinum Sponsorship

- associate with the whole programme

Networking Reception Sponsorship

- Align your brand with the celebration of the best in business

Tailor-made Sponsorship

- bespoke package for your organisation

Contact: Becky Crayman, on Tel : +971 (0) 50 559 0211 • Email: becky.crayman@meed.com to find out more to find out how you can get involved.

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PR CAMPAIGN

The Gulf Capital SME Awards' PR campaign is a powerful channel to promote your company's vision, mission and messages. It includes media relations and coverage (print, TV and Radio,) online public relations including social media, strategic partnerships and much more. The PR campaign starts early on in the marketing campaign to ensure you get the most exposure for your brand.

THE 2013 PR CAMPAIGN PROVIDED COVERAGE IN:

Khaleej Times
Khaleej Times online
Gulf Today
Gulf Today online
Al Bayan

Al Bayan online
Al Ittihad
Al Ittihad online
Al Bayan-online
Al Khaleej

Al Khaleej online
Alroya
Alroya-online
Gulf News
Gulf News-online

Sport 360
Gulf Business
Live Work Explore Magazine
The National

MENTIONS

Print
50

OPPORTUNITIES
TO SEE

Online
9.9M

Broadcast
10+

Online
68+

Print
15.8M



AVE AND PR VALUE SUMMARY*

	2012	2013
Opportunity to see	25,258,146	29,294,364
Advertising value	US\$ 118,748.54	US\$ 141,481.29
PR value	US\$ 326,558.49	US\$ 389,073.55

* Excludes value of coverage obtained from broadcast and online media

"It was a great event. The participation, organization and execution was excellent. Many congrats on putting on a great inaugural show. It's great to see that the SMEs are encouraged and supported in the UAE. Each of the SME's I spoke to were very excited and really appreciated the fact that there is finally a forum that recognizes them."

— MasterCard

The awards is a first of its kind award function celebrating innovation, success and growth within the SME sector in the region. An extremely well organised platform put together with careful planning and executed with thorough professionalism. The networking opportunity during the event was effective and beneficial, not only for RSA as a Category Sponsor but also for the aspiring and deserving SMEs shortlisted for the awards. Here's congratulating the SME Awards team for their success in 2012 and wishing them the very best as they plan ahead for a bigger and better 2013 edition.

— David Harris, Sales & Marketing Director, RSA Insurance – UAE and Bahrain

"I would like to thank you for the amazing awards programme you have put together for the Gulf Capital SME Awards. It is gratifying to know that we have such reliable partners who can plan and execute impeccable, high profile events. More importantly, it is important to know that these partners also understand our long-term business objectives and can work closely with us to achieve them without compromising the programme's independence.

Everything about the programme was well planned and so well executed.

Last, but not least, the production of the Gulf Capital SME Awards gala evening was flawless."

— Randa Mazzawi, Head of Marketing & Communications, Gulf Capital

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ENDORISING PARTNERS



"Dubai SME is proud to support the SME Awards which recognizes SMEs in the UAE for their business success, innovation and growth. These SMEs have achieved significant milestones at their stage of development and deserves our recognition to spur them to greater heights. We hope that the awards will encourage more SMEs to upgrade substantially their leadership, people management, innovation and operational capabilities, and be the best in their market niche and industry".



مؤسسة محمد بن راشد آل مكتوم للتشجيع والتطوير الاقتصادي
The Life Fund for Entrepreneurship Development




The Life Fund was launched on 3 June 2007 to help develop local enterprises, with a total capital investment of AED 1 billion. The Fund aims to create a new generation of Emirati entrepreneurs by instilling and enriching the culture of investment amongst young people, as well as supporting and developing small to medium-sized investments in the Emirate.

The Life Fund provides integrated and comprehensive programmes to meet the needs and requirements of investors seeking to establish or expand investments.

JUDGING PANEL

JUDGING PANEL

At MEED, we pride ourselves on our transparent, independent and unbiased judging process. Our judging panel comprises of experienced SME business-owners and entrepreneurs and experts in SME enablement and business excellence. Early confirmed judges are:

	YUNIB SEDDIQUI CEO and owner of Jones the Baker in the UAE Jones the Baker		IBRAHIM N. AL-ZU'BI Head of Corporate Social Responsibility (CSR) Majid Al Futtaim
	NADER HENEIN Security Director BlackBerry		TATIANA ANTONELLI ABELLA Co Founder and Managing Director Gounibook.com
	CLAIRE WOODCRAFT Chief Executive Officer Emirates Foundation		PAUL KENNY Founder and Chief Executive Officer of Gabana.com and Co Founder and CEO of Taperia
	ESSAM DISI Senior Manager of Strategy and Policy Dubai SME		RABEA ATAYA Founder and CEO, Raps.com
	RAGHU MALHOTRA Division President Middle East and North Africa MasterCard		ARTO IDENSUU CEO "21 Commandante", Dubizzle.com
	EYAD AL-KOURDI Vice President and Country Manager UAE Musicaid		DR. ALAA GARAD Founder and Superintendent, HF UAE
	AHMED DETTA Sustainability Consultant		DR. LEILA VRAZALIC Associate Professor and Campus Programme Coordinator, Business & IT Middlesex University Dubai

Contact: Becky Grayman, on Tel : +971 (0) 50 559 0713 • Email: becky.grayman@meed.com
to find out more to find out how you can get involved.

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2013 WINNERS



GULF CAPITAL BUSINESS OF THE YEAR
Just Falafel



MASTERCARD SMALL BUSINESS OF THE YEAR
Smashing! Cleaning Services



CUSTOMER FOCUS OF THE YEAR
E-Walls Studio

ONLINE BUSINESS OF THE YEAR
Propertyfinder.ae



DHL PEOPLE & CULTURE OF THE YEAR
Innovative HR Solutions



REGUS BUSINESS LEADER OF THE YEAR
Lenny Day, Managing Director, Smashing! Cleaning Services



EMIRATI BUSINESS OF THE YEAR
Centre for Musical Arts



RSA START-UP BUSINESS OF THE YEAR
Platinum Heritage Tourism



GRANT THORNTON ENTREPRENEUR OF THE YEAR
Prabish Thomas, Founder and Group MD, PTL Solar FZ LLC



SUSTAINABLE INITIATIVE OF THE YEAR
Smashing! Cleaning Services



BUSINESS INNOVATION OF THE YEAR
Micro Automation Industries



"It was a great event! The venue was wonderful, food perfect and the overall structure of the evening was a joy. It was also super experience for our staff as they rarely, if ever, have the opportunity to attend such high class events; and this afforded me the chance to give something back to them as a memory. Everyone was so happy and they did not want to go home! As for the 3 awards, I am, and we are of course, just overwhelmed. I am so proud of my team and what we have achieved. The accolade for Business Leader of the Year is simply beyond my dreams 10 years ago."

– Lenny Day, Managing Partner, Smashing! Cleaning Services
Winner of:

The Regus Business Leader of the Year 2013
Sustainable Initiative of the Year 2013
MasterCard Small Business of the Year 2013

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