

WOMENPRENEUR Media

MAG-PRENEUR

Business Magazine Exclusive Sustainability Edition

**TOP FEMALE ENTREPRENEURS
OF WOMENPRENEUR**

Travel Tricks

Strategic

Collaborations

with Industry Leaders

JANUARY 2024

Charu Surtani
Managing Director

**Prospects for
Collaborations
Between
UAE &
Hong Kong**

B2C Platform
Launch in 2024
by **TRAVEL TRICKS**

ENGAGE, ENABLE & EMPOWER ALL!!!

 WOMENPRENEUR-BOSSLADY 



MAG-PRENEUR



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Managing Director



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Founder of Noxie
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ENGAGE, ENABLE & EMPOWER ALL!!!

WOMENPRENEUR-BOSSLADY

Editor's Note

Three Es which are being focused in the WOMENPRENEUR COMMUNITY to accelerate the process of meaningful business engagements and constructive discussions for effective business collaborations, worldwide.

When we are engaged in any discourse with a purpose, it enables us to learn and get inspiration for attaining higher levels of empowerment while establishing an impact of sustainability and diversity.

The aim is to provide and share an opportunity where the community members would explore their hidden potential while interacting with each other at their fullest.

MAG-PRENEUR, the Business Magazine takes the aim very tenaciously while providing branding to those struggles which have been unheard and really need acknowledgements to move ahead, in the progressive manner.

Wish all our readers an exciting and engrossed reading while looking into the content which has been created with a thought provoking and significant arrangement.

Furthermore, this edition has been dedicated to SUSTAINABILITY and respective business models which aim to provide business services worldwide while keeping in view the said element for their clientele retention and revenue growth; without compromising the quality.

Happy Reading...

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Charu Surtani

Managing Director

Boasts a remarkable three-decade journey in the travel industry. Recognized as one of the best MICE experts for Hong Kong, Macau, and China, she brings over 27 years of invaluable experience. Having cultivated her expertise in Hong Kong for 31 years, and southeast asia. Charu embarked on a new chapter in the UAE last year. With a visionary approach, steering our company towards fresh horizons with her visionary leadership.

Charu is looking into many collaborations in 2024 when it comes to travel industry and event industry and looking ways to expand her wings in business services and hospitality in unique way. She wants to give new meaning to this industry and see how she will be expanding further with her ideas.

As we move in 2024, she says sky is limit!



Activities of Travel Tricks

"Travel Tricks : Paving the Way for MICE Excellence and Collaborative Ventures

As we navigate through the dynamic landscape of the travel and events industry, Travel Tricks is thrilled to share exciting recent developments that reflect our commitment to innovation and collaboration."

MICE Opportunities Unleashed in Hong Kong

Travel Tricks has played a pivotal role in the recent surge of MICE opportunities in Hong Kong's diverse market. Our comprehensive services cater to the unique needs of Meetings, Incentives, Conferences, and Exhibitions, providing tailored solutions for corporate events that meet the highest standards."

Strategic Collaborations with Industry Leaders

In a strategic move, we've joined forces with renowned partners such as Cathay Pacific Airways and Khaleej Times to promote UAE influencers, creating synergies that enhance the visibility and appeal of the UAE as a prime travel destination."

"B2C Platform Launch in 2024:

Looking ahead, 2024 promises to be a milestone year for Travel Tricks as we gear up to launch our online B2C platform. This platform will bring our exceptional travel experiences directly to the fingertips of discerning travelers, providing a seamless and personalized booking experience."

"Prospects for Collaborations Between UAE and Hong Kong:

Anticipating a thriving year ahead, Travel Tricks is eager to foster numerous collaborations between the UAE and Hong Kong in the realms of tourism and events. Our goal is to facilitate enriching exchanges that contribute to the growth of both regions."



"Promising Outlook for 2024:

The year 2024 is poised to be exceptionally promising for Travel Tricks, marked by numerous collaborations and ventures in the tourism and event industry. We foresee a surge in numbers from the UAE, particularly towards South Asia, highlighting the increasing popularity of our services in the region."

"Unique Selling Proposition for South East Asia:

As we expand our horizons, Travel Tricks takes pride in its unique selling proposition for South East Asia. Our commitment to delivering unparalleled

travel experiences positions us as the preferred partner for those seeking exceptional journeys in this vibrant part of the world."

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At Travel Tricks, we're not just witnessing change; we're driving it. Join us on this exciting journey as we continue to redefine the standards of travel and events, creating memorable experiences for every traveler.

Join us for a transformative experience.

Rejuvenate, connect, and explore the beautiful island.



TRAVEL WITH US!

NGOZI OYEWOLE

Founder of Noxie Limited



As a social crusader and philanthropist, Mrs Ngozi Oyewole is a part of the team supporting education for the “Almajiri Child Right Initiative”; Women Impacting Nigeria and “When in Need” philanthropic group that seeks out the Less Privileged in the community.

Mrs. Oyewole is the President of Beatrice Chiebonam Foundation where she engages her influence to reach out and render financial aid to over 400 widows yearly in various parts of Rivers State.

Is an accomplished entrepreneur who founded a business - Noxie Limited over 20 years back with specialisation into Furniture Production and Personal Protective Equipment (PPE). She possesses other skills in areas of integrated safety equipment and services which she has availed to the Energy and Gas industry. She is a resultdriven, resilient and ace ‘womentrepreneur’ with extensive experience in leadership, business management, strategic planning and mentoring.

Mrs Oyewole is an industry pacesetter and continues to champion professionalism, quality products and topnotch service delivery to clients. She holds a degree in Business Administration and is a certified and experienced Interior Designer. She is an alumnus of SAID Business School, University of Oxford, UK.

She is currently undergoing her fellowship programme at Vital Voices Global Partnership in the USA.

She is a very passionate advocate, who is committed to supporting women inclusion not just in business but other spheres of human endeavour. She has been very keen in youth empowerment through innovative concepts and ideas that will be a unique game changer in the nation’s developmental strides.

Mrs Ngozi Oyewole has to her credit numerous national and global recognitions, awards and achievements in areas of Thought Leadership, Public Speaking, Mentorship, Advocacy, Championing Energy Transition, Business Sustainability and Management and support for the widows through established foundations. Mrs Ngozi Oyewole’s achievements encapsulates various strata of human endeavour and notable mention will be made of a few of them:

- She also emerged as one of the 32 Women Amplifying the Voices of African Leadership -2022
- HIVE Global Advisory Board -2022
- National Bamboo Farmers, Processors and Marketers Association of Nigeria
- (NBFPMAN) Board of Trustee member - 2022
- Mrs Ngozi Oyewole was nominated in 2015 by Forbes Magazine as one of the leading entrepreneurs in Africa Championing Business Sustainability and Women Inclusion
- She is a mentor at the Cherie Blair Foundation for Women.
- She was the First Vice Chairperson for Women in Energy – Oil and gas In Nigeria
- Mrs Ngozi Oyewole has also been appointed into the UCLDA International Advisory Board
- She is the Board Chair and President of Strategic Women and Youth Institute (SWYI)
- She is the Vice Chairperson of Commonwealth Business Women Network(CBWN), Nigeria
- She is a Council Member of the Manufacturers Association of Nigeria (MAN)
- She is the current Chairperson of the Wood& Wood Products/Furniture Sectoral Group of the Manufacturers Association of Nigeria (MAN)

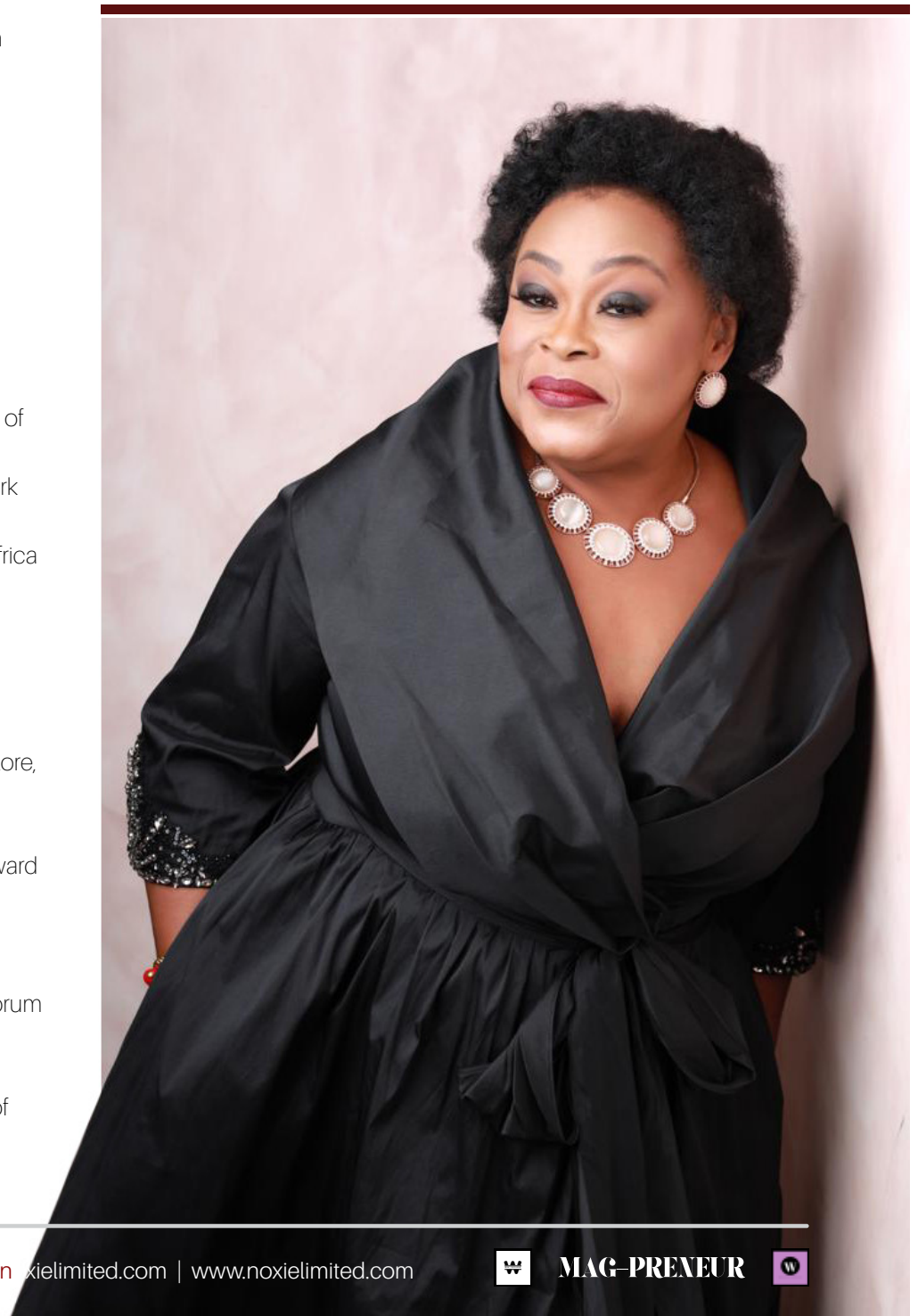
Mrs. Ngozi Oyewole as the Founder of Noxie Limited, has been able to leverage her years of experience to ensure that all the company products, produced locally, meet all international specifications as certified by the vast client base.

Mrs. Ngozi Oyewole organises skill-based empowerment programs for young women and mentors young female entrepreneurs through the Cherie Blair Foundation and other platforms.

She is also an award recipient cutting across various segment some of which are highlighted below:

- Global Emerging Leaders Awards 2022.
- Leadership Excellence in Manufacturing 2022 from Hadarat Global Awards 2022.
- Business Woman of the year Nigeria from Women in Management, Top 50 Global Awards, Sri Lanka - 2022.
- 2022 Exemplary Leadership in Business Award
- Corporate Leadership Awards at the Pan African Women Empowerment Summit, Zanzibar, Tanzania- 2022.
- Most Outstanding in office furnishing products from Made in Nigeria -2022.
- Meritorious Award from the Institute of Professional Managers and Administrators of Nigeria-2022.
- Commonwealth Businesswomen Network Africa Summit, Kenya Awards-2022.
- Community Leadership award by Hive Africa -2021
- Amazon of the year awards from Women Connect -2021.
- SHE Award Global by Ladies In Business Magazine Global -2021
- She is a 2020 Iconic woman from Bangalore, making a difference in women-owned industries.
- She is also a WEConnect International award recipient for Woman of Excellence 2019.
- Mrs Ngozi Oyewole is also a 2019 award recipient of an Exceptional Leader of Excellence from the Women Economic Forum (WEF) and All Ladies League.
- Women in Business Awards from the VIP Magazine in partnership with the Ministry of Women Affairs.

*Mrs. Ngozi Oyewole
Is an astute writer contributing to
National discussion on topical issues
affecting the life of women and youth.*



Dr. Mariam Shaikh

Founder and CEO of MS Education Consultants

I was born in Mumbai, India and I have been living here in the UAE for the past 38 years, my career in education spans over 35 years and has been marked by many diverse and impactful roles, as well as the accomplishment of significant professional milestones.

However, in January 2020, I decided to retire from my role as the VP of Amity University, Dubai, with the intention of returning to Mumbai to manage my home and Art Gallery. However, the lockdown disrupted those plans, and I found myself stuck in Mumbai for seven months. This period of confinement made me realize that retirement was not the path I was ready to embark on. Instead, I had a new dream, fresh goals, and an ambition to achieve. Thus, I initiated the process of establishing my own company in Dubai, my home for 37 years, to continue pursuing my passion. I took a leap of faith and founded MS Education Consultants, marking my entry into the business world. My primary mission is to continue assisting students globally, offering guidance and counseling to help them make the right university choices and achieve their career aspirations. The thrill of witnessing students achieving their study goals and realizing their career aspirations is something I will always find exciting.

in the UAE with over 7000 students. Transitioning to Higher Education, I played a key role in establishing foreign university branch campuses, including the University of New Brunswick in Dubai Knowledge Village—a pioneering initiative. My contributions to the growth of Canadian University Dubai, Heriot-Watt University Dubai Campus, and Amity University Dubai led to my venture, MS Education Consultants, founded in 2020. Guiding students in university choices aligns with my passion, echoing their excitement upon reaching their study destination and achieving career aspirations.

Being able to start my own company has been my lifetime Goal, and this is true for me - I was seriously impacted by these words... "It is never too late to set a new Goal or Dream a new Dream." My core business in MS Education Consultants is providing a one-stop solution for students applying to Universities in the U.K, US, Canada, Australia, Dubai, Europe, Malaysia and India by counselling and advising them through the application process, choice of programs, career perspectives, how to get internships abroad, assisting them with housing on/off campus, visa assistance and anything else they require to make their student journey a wonderful one. My experience of the past 35 years in leading International Universities is what sets us apart from other providers.

"I strongly believe in the development of society through Education, and its value system, to leave a profound legacy for the future generation. I believe that international exposure and amalgamation of various cultures will help to create a tolerant and peaceful global society that will be progressive and will establish a bright future." Beyond traditional information, we prioritize a holistic approach at MS Education Consultants. Our focus

extends to advising on new programs, cultivating skills for university readiness, acclimating to life abroad, understanding cultural nuances, and preparing for future careers. We emphasize soft skills, collaboration, and securing international internships. Recognizing the importance of mental health, we serve as friends, mentors, guides, and counselors



My STORY

Professional and Personal Journey so far...

It was way back in the 1980's... My husband had been posted to Ras Al Khaimah as the Airport Manager for Kuwait Airways Corporation. I had heard a lot about the UAE, and we joined him on this posting. Our son who we admitted to the Indian School Ras al Khaimah and our daughter was two years old and we were looking for a Pre-School or Nursery to enroll her in. At that point there was only one British Pre School available. So, I decided to start a Pre-School in my own Villa which had its own huge garden and a lot of space for the kids to play around and we even had rabbits, a dog and tortoise and many other birds in a mini zoo. Soon, I moved to a larger facility, Sunflower Nursery, with support from local sponsor Shaikha Aliya from one of the leading local families in Ras al Khaimah who saw my vision to create this haven for preschoolers and supported me. Recognized by the Education Ministry, this milestone propelled my career.

Over time, I diversified my education involvement, notably leading a K-12 school's substantial expansion, making it one of the largest Asian schools

A need to improve yourself on personal and professional levels both...

On a personal and professional level, I believe there's always room for improvement, and I'm committed to continuous growth. Learning doesn't stop, and I'm keen on acquiring new skills and abilities. Whether it's related to the ever-evolving field of education, technological advancements, or personal development, I'm open to continuous learning and skill acquisition. I believe in gaining knowledge from various sources such as books, cultures, and perspectives, that can broaden my horizons and provide fresh insights into both my personal and professional life.

Observing and learning from the experiences of others is another invaluable source of knowledge. Whether it's through mentorship, networking, or simply paying attention to the journeys of those around me, I aim to draw inspiration and lessons from the experiences of others. Building and nurturing a diverse network is yet another personal goal of mine.

My inspiration in life ...

My inspiration in life stems from the incredible students I work with and the belief that education has the power to transform lives and create a brighter, more equitable future. Their stories, dreams, and resilience remind me daily of the importance of my work and the potential we have to make a positive impact on the world through education.

Every student I encounter has a unique story, dreams, and aspirations. Witnessing their dedication to achieving their educational and career goals, despite various challenges and obstacles, is truly inspiring. In my role as an Education Consultant, I have the privilege of being a part of their transformative journey towards achieving their potential to become future leaders, change-makers, and ambassadors of knowledge in their respective fields. It's a reminder of the far-reaching impact that quality education can have on individuals and the community.

My Strengths...

Student Recruitment:

I possess a deep understanding of effective student recruitment strategies. This encompasses the ability to identify and target potential students, both domestically and internationally, and to create compelling campaigns that attract them to educational institutions.

Marketing & Strategic Development:

Marketing is a vital component of any educational institution's success. I have a strong background in developing and executing marketing initiatives in my previous job roles, combined traditional and digital methods, that not only raised the institution's visibility but also established its unique value proposition. By focusing on long-term development, I've helped institutions remain competitive and adaptable in an ever-changing educational landscape.

International Relations:

This includes collaborating with universities, governments, and organizations worldwide to create opportunities for students, faculty, and staff. Such international connections enrich the educational experience for all involved.

Student Experience:

A positive student experience is pivotal in retaining students and enhancing the reputation of educational institutions. I've concentrated on customizing programs and initiatives that enrich the overall experience, from orientation to graduation.



My advice for Inspiring Entrepreneurs...

My advice for inspiring entrepreneurs is to start your business in an area that genuinely ignites your passion. When you're enthusiastic about what you do, it becomes easier to stay motivated and resilient, even when facing significant challenges. Passion will be the driving force behind your entrepreneurial journey. The business landscape is ever evolving, and as an entrepreneur, you must be committed to continuous learning. Surround yourself with mentors, advisors, and a supportive community. Establish connections and relationships that can open new opportunities and pathways for your business.

If I could offer advice to my younger self a decade ago, I would encourage myself to start my company earlier. Starting earlier would have allowed me to seize more projects and expand our reach, ultimately benefiting a greater number of students in their quest to achieve their aspirations across the world. So, my advice would be to take that leap of faith sooner, to start the journey of entrepreneurship and service to others as early as possible, because the potential for growth and influence is truly boundless.

My Life, My Rules

Dr. Fatima Beena

Certified Digital Marketing Professional from DMI
& an experienced Academician



The light of dawn seeped into my room. I rubbed my bleary eyes and walked to the window. There was a pearly glow in the sky. It seemed that the bright, milky clouds were arising from their slumber and pushed across the sky by a fresh, cool, crispy wind that whistled like an invisible ghost. The colorful garden birds with hues of red and green in their wings and orange-red, childlike beaks tweeted their morning melody. The enormous garden stood like a royal palace as the thick and dried branches of baobab and acacia danced in the wind, welcoming the morning as their countless green, yellow, and orange leaves whispered to one another. I felt the fresh air on my cheeks as I inhaled my freshly brewed coffee while strolling on my balcony. I began to float down memory lane.

When we feel melancholic, we usually begin to introspect and retrospect. We start to take stock of what life has blessed us with and how much toll it has taken. Moments like these are perfect for reminiscing about those good and bad moments that have helped me discover my best self.

In moments of sorrow and exhaustion, it is only too easy to look back over the years and feel that my life has, in essence, been meaningless. I take stock of just how much has gone wrong, how many errors there have been, how many unfulfilled plans and frustrated dreams I've had. And despite it all, in the end, I have always risen like the phoenix. One who is always victorious, overcoming my fears and staring back at life with complete confidence.

I wonder if breaking free, feeling liberated, confident, happy, energetic, and content defines success?

What is success?

Am I eligible to share my life's lessons as a success story?

My answer to this would be. Yes!

Success is a very subjective term. People may have their own definitions of success. But to me, success is-



Staying true to my beliefs

Happiness and satisfaction from pursuing my goals

Doing something meaningful and fulfilling

Doing things that I really enjoy

Achieving my goals



Success is being able to live my life my way. It's more about the journey than the destination, it has no deadline, and it should match the rhythm of my soul.

I think many of us have been taught by society and our loved ones (as they were previously taught) that happiness, success, and fulfilment come from fitting into a specific societal mould. Often, success means having a good job and making a good living from it. I've learned to be wary of being seduced into accepting roles that do not have much to do with my nature or values. I did exactly what I was supposed to do as a dutiful and diligent daughter for twenty-three years of my life. Believing in what my family thought was best for me.



I pursued a career in finance and banking only to realise that it didn't truly interest me or feed my creative being. Thinking and behaving differently wasn't easy at first because I carried the weight of my family's expectations and our community.

It took me some time to realise that I needed to redirect. It happened only after I started teaching at a school to help a family friend who was in the process of establishing grade 12 in commerce for their public school. To help them establish the commerce stream, I engaged not only as an administrator but also as an accounting and finance tutor. This led to the discovery of a new me. I never thought that teaching could be so enjoyable. Interacting with others and having endless opportunities for creativity are the best parts of the teaching profession. After completing my postgraduate studies and two-thirds of my Cost & Works Accountant professional

degree programme, I discovered what teaching resonated with my personality. So, I enrolled in a PhD program. It was not easy to get through as the realisation came a little too late, but as the saying goes, when it's time, it's time. For me, success isn't defined by money, job status or keeping up with the proverbial Joneses. Instead, success simply means that you are showing up, attempting to move forward, and open to the Self-growth process.

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*Over the years,
I have developed
A set of rules I live by:*

“
Fail, fail, fail again,
then rise like the
phoenix.
5”

“
Surround
yourself with new
environments.
6”

“
There is only
one you
1”

“
Let your
dreams fly
2”

“
Be greedy
3”

“
Do not
compromise on
your dreams and
settle.
4”

“
Know your
people.
7”

“
You can never
please everyone
all the time.
8”

“
It's time to
loosen up
9”

“
Give back.
10”

Always remember where you came from. It is what truly defines you. Be grounded. Never forget your roots, family, friends and loved ones. Those with whom you have been in pain, happiness, and love. Those you've shared laughter, sadness, good times, bad times, and hardships with. These experiences have influenced who I am today, and I wear that with pride wherever I go. My mother always told me that there will always be someone who will be less fortunate than you, so give back whenever you can and in whatever way you can. Do charity. We have only one world. It is ours and we need to heal it.



Giving back to society was the catalyst for the launch of my entrepreneurial journey. It all started with a desire to assist one generation of our domestic helpers. It was a tradition in the old zamindar (India's feudal lord) families to have an entire family, sometimes also the extended family, to work at the haveli's (mansions) owned by the wealthy and affluent zamindars. Ours was one of them. I never imagined this single philanthropic act would sow the seed of an SRHDF (Social Research & Human Development Foundation) 2010, a Sec 25 Company (Not for Profit Organization) registered under the Company Act 1956. This was the turning point of my life, and I found my avenue to give back to society in whatever little capacity I could. This company to this date is helping aged people, providing them food and shelter. The company also runs various state sponsored vocational programs in education & employability skills for young adults. I registered my second company UPken Education & Consultants, in 2021 to help students from far and wide looking for education at international universities. UPken provides them with academic support and training to bring them on par with mainstream students. The company plans to also offer financial support to bright scholars coming from impoverished sectors of society.

"I profoundly feel that the art of living is the art of giving". I couldn't agree more with the famous philanthropist, financier, and conservationist that, "You're fulfilled in the moment of giving, or doing something beyond yourself".

My hope is that you resonate with even just one rule and maybe change your perspective on life. I have read this quote from Mavis Leyer, "Life's journey is not to arrive at your graveside safely in a well-preserved body but rather to skid inside completely worn out and say, 'Holy shit that was a ride!' That is how I want to go".

**"No one is coming to rescue you.
No one is coming to make you
Feel whole or feel free.**

The only person who needs to show up is the one waiting...
YOU!
Are you here yet?"
-Jenny Young



Silke Viola Leistner

Head of Sales and International Relations of the Ducatus Group of Companies General Manager of Ducatus Mena and Ducatus Property.

I am 57 years "young", born and raised in Germany where I attended high school first and university after. Graduated in Business Administration and Finance. In my twenties I moved to Italy, got married and had my two amazing kids, now a handsome young man and a beautiful young lady. In Italy I set up my real estate company selling luxury real estate to international investors. In 2005 I discovered the Dubai real estate market and I have sold hundreds of properties to my clients since then. In addition to my real estate expertise, I co-founded a Fintech company in 2016 operating in crypto currencies and blockchain technology. Since 2020 I have moved to Dubai running operations for our tech company in and continuing the real estate business.





The Inception

Ducatus was established in Singapore, one of the world's most economically progressive nations, an important step in our journey towards globalisation.

Named after the ducat, the ancient European trading coin, Ducatus aimed to push boundaries by championing an alternative digital economy that is open and inclusive to all, tech-savvy or not.

Powered by blockchain technology, the Ducatus Cashless Ecosystem was introduced to the world.



DYNAMIC
↓
CONNECTED
↓
REVOLUTIONARY

The Ducatus logo captures the essence of a growing network of businesses that maximises and optimises our ecosystem's presence and acceptance.



VISION

Our vision is to create user-oriented blockchains that offer transparency and accessibility to every type of user.

MISSION

To implement fast blockchains with low fees. To promote usability, present clear and easy-to-navigate interface. To be friendly enough to allow any user to control, support or make decisions and take part in the development and life of a project.

Bianca Madison-Vuleta

PhD hc, FCMA, FRSM, MGEI
WOMENPRENEUR SUSTAINABILITY AMBASSADOR



Global food security is one of the key concerns for the sustainable future of humanity, along with water, peace and security.

Addressing the challenge of global food security in the twenty first century is linked with other global issues, most notably the need to sustainably manage the world's rapidly growing demand for energy and water.

As food production is critically dependent on local temperature and precipitation conditions, any climactic changes require farmers to adapt their practices. For a few farmers the adaptations might be beneficial, but the majority of farmers are facing financial challenges and significant obstacles to their productivity.

The challenge is to deliver nutritious, safe and affordable food to a growing global population in coming decades, using less land, fewer inputs, with less waste and a lower environmental impact.

All this has to be done in ways that are socially and economically sustainable.

Human population is set to surpass the 9 billion mark midway through the century, with the attendant cost of ever greater pressure applied to the Earth's finite resources. The World Bank has predicted that wheat production would have to increase by 50% and meat production by 85% over the next 20 years if we were to continue on the current trajectory.

The challenge is to feed humanity in a sustainable manner and one that does not threaten the precarious balance of our ecosystems.

Climate change is a significant source of stress with its manifold repercussions upon water access and supply, the spread of pests and disease and the potential for ever more extreme and unpredictable weather patterns.

Researchers estimate that almost one billion people globally are chronically hungry and malnourished and over 6

million children die each year due to starvation. At the same time around 1 billion people around the world are suffering from obesity and related ill health.

Judging by current trends this number is set to rise in the near future.

At a time when the recession is biting in many parts of the world, particularly in nations that are already experiencing food scarcity and sky rocketing prices, climactic crisis is threatening to have extremely severe humanitarian, and indeed strategic, implications.

We are faced with a pressing need to ensure adequate nutrition, including not only calories, but all the necessary macro and micro nutrients for healthy and balanced diets for the populations throughout the world.

At the same time as increasing numbers of people globally are inadequately fed, the over- consumption of high calorie diets adds to the rising demand for food, with all the associated economic, social and environmental impacts.

The challenge is to produce more healthy and nourishing food in the future using less water, land, fertiliser, energy and other inputs, and distribute the food more efficiently and equitably.

There is an urgent need to reduce losses and waste, and many adverse environmental impacts, throughout the food supply chain, from production to consumption and waste management. Food must be safe, nutritious and affordable, and be supplied and distributed in ways that meet the needs and aspirations of consumers in different economic, social and cultural contexts around the world.

The challenge is to balance different uses of land and seas, often with competing priorities, such as sustainably increasing food production while maintaining ecosystem services on which food production critically depends.

Much more co-ordinated holistic research on a local, national and global



level is vital to meeting this challenge. The vast variety of complex and interrelated problems facing global community can only be tackled through coordinated and integrated interdisciplinary research, coupled with its effective translation into practice and policy. We all have a part to play. Our personal and collective choices matter. This topic is wide-ranging in both scope and implication, from personal health and well-being to the planetary consequences of large-scale agriculture. How we feed ourselves is linked to all planetary sustainability issues: pollution, population, transportation, energy, social justice, economics, animal welfare, the risks of genetically modified organisms, and much more. Mass-production techniques developed over the last 50+ years are highly polluting, energy-intensive, delocalized, and hazardous in many ways—from toxic inputs (pesticides, herbicides, fungicides, and synthetic fertilizers) and fossil-fueled global shipping, to a loss of biodiversity resulting from vast monocultures. Processed foods are far less nutritious than fresh foods. Consumption of “dead” food in plastic packages adds another aspect of disconnection between human life and the life-generating Earth. Industrial agriculture degrades the very soil it depends upon for nourishment. Humanity must move away from this model toward biologically informed approaches that keep yields high while reducing environmental harm. With each dollar spent on food and drink, we vote for the system that produces what we buy, whether it

benefits our body and the planet or wreaks havoc on both. By learning about what we eat, we can learn to “vote” consciously for a life-nourishing food system. We must all play a part in learning and spreading awareness of the factors that will achieve a sustainable lifestyle, free from destructive exploitation of animals, people and the Earth, to inspire necessary action and offer helpful ideas and tips for daily living. There is a widespread concern about the human population explosion, but few people realise that the Earth is having to support a second population explosion - that of the animals bred to satisfy outdated dietary habits. The Earth cannot continue to support this double burden. Factory farmed animals are deprived of all significance as living beings, reduced to the status of food machines, so they suffer painful and humiliating treatment and death. Livestock farming should therefore be phased out sustainably so land and other resources can be used to produce plants for food. Farmed animals yield nothing that humans need that cannot be produced more efficiently and humanely directly from plant sources. If everyone in the world ate a plant based diet, global food waste reduced and food economies were organised more fairly, there would be enough food produced for everyone. We need to adopt a plant-based whole food diet without the use of chemicals or animal products and additives. The production of food through the sustainable methods of vegan organic horticulture and agriculture, including permaculture, reduces the burden on

the planet's resources. We should all play our part in embracing a healthy plant based diet based on crops grown in our home climate whenever possible, to reduce the environmental impact in terms of food miles and maximise the nutritional content of crops by ensuring they are eaten as quickly as possible after harvesting. The time has come for all of us to question our outdated dietary habits and avoid purchasing foods that have been transported half way across the world. There are at least 20,000 known species of food plants grown in the world, yet more than 90% of all foods come from less than 20 plant species. We must advocate for more research into the range of food plants that can be grown in each climate zone. If livestock farming were phased out globally, there would be more than adequate land for arable and horticultural crops, as well as the development of tree crops to meet a wide range of needs. Much more has to be done to harness the massive potential of trees as a source of food and many other raw materials that can be used for clothing, shelter and energy, such as hemp. When we phase out animal farming vast areas of land will be freed up for tree planting programmes. Change is coming: to direct it into sustainable channels will not always be easy in view of the deeply ingrained prejudices associated with eating habits. Fortunately, education plays a very important part: there is already a growing global tide of concern and sensitivity to the human, animal and planetary suffering and increasing awareness of alternative healthy and sustainable solutions



Kashaana Khan

Lawyer by Profession, Content writer by Passion

I was born in Dhaka, brought up in London and now live in Dubai. I have degrees in English and Law, and when living in London I worked in publishing, law firms and private equity houses. I have additionally studied for and worked as a TEFL teacher (teaching English as a Foreign Language) in Prague.

Currently I work as a freelance writer and legal contracts advisor, and have also started my own health and wellness business under the 'Forever Living' umbrella.

I love writing, enjoy dancing and am very keen on travelling as well.

STORY- Professional and Personal journey so far

I've been an avid bookworm since the age of five, which sparked my lifelong passion for writing as well as history and languages. I did my Master's degree in English Literature at King's College London, working at Pearson Education and the BBC before switching gears and deciding to study Law. I've worked in corporate and commercial law, both in-house and in global City law firms such as Linklaters.

However, once I had my twin girls in 2012, I decided to work more flexibly; moving to Dubai over three years ago helped me to take a long career break here and spend more quality time with the family.

I still wished to keep busy and active and to use/improve upon my skills, which is how I became involved in freelance writing and legal contracts; I'm also writing a screenplay for a client who wants to bring his interesting life to the big screen! I finally felt like I was working to live rather than the other way round. A good friend of mine introduced me to the 'Forever Living' business model. I was intrigued as my family and I had already been using their natural aloe vera-based products (which really work), and running such a business seemed ideal as I could fit meetings/work around my life and school commitments.

Nevertheless, it has been quite challenging as business is very much out of my comfort



zone, and there is no safety net of a regular salary or a traditional 'boss'. However, I enjoy that I can dictate my own hours, and although I do have to be more disciplined as I am my own boss, I can see and reap the rewards of my own hard work.

My Inspiration in life

In my downtime I enjoy long waterside walks, reading poetry and wandering around art galleries/exhibitions - the work of artists and poets are a source of great inspiration for me and it also feeds my creative impulses.

Travelling solo inspires me as you get to know more about yourself and it can give you back your sense of adventure, e.g. I recently travelled to Peru for a two-week solo holiday, and it got me excited about writing again after not having done so for a long time.

My Strengths

One of my key strengths is the ability to communicate effectively, in both verbal and written form; I have the confidence to speak with different types of people from diverse ways of life. I've also been told I'm a good, calm listener! Still waters run deep, as they say, and as I'm quite introverted by nature this is a skill I've honed over the years - there's a reason why we have two ears but only one mouth!

Improve on both Personal and Professional Level:

Personally, I'd like to be able to 'live in the moment' more and not always over-analyse things; it's sometimes difficult trying not to think about past mistakes as well as trying not to worry too much about the future either.

Professionally, I'd like to improve my business knowledge, continue to take training courses and attend seminars and meet with other business professionals - in this way I can develop my support networks too.

2 things would you like to change about yourself and WHY...?

I would prefer to be more spontaneous. I'm very organised and love to plan everything - but it would be great to just do things 'on the fly' sometimes and not know or expect what the day will bring!

At times I can find it difficult to express my emotions and let people know how I'm really feeling - I sometimes desire to be more of an 'open book' as I can appear aloof at times.



What is the definition of MISTAKE for you?

I call a mistake a 'necessary annoyance' of life - it's not a thing I ever enjoy making, but if I never made any I'd also never learn anything.

If you've never made a mistake then you've never really tried - I believe every mistake propels you towards success.

Who is your mentor in life ...?

Currently it's my business mentor Melissa, a working mother who introduced me to Forever Living products and their business model and is guiding me with her life story and success. She showed me a whole new world of business and made me consider an unexpectedly different way of life, which I will always appreciate. She has also been living in Dubai for over a decade now and so is able to advise me on non-business related matters too!

What advice would you like to give to yourself 10 years younger?

Stop worrying so much about what others think. Looking back I wasted so much time on this, and realised there were opportunities I didn't seize and things I didn't take on simply because of how others would think or feel about me, rather than just living my life on my own terms.

Have the courage of your convictions; when I

was younger I was swayed more by family's and friends' opinions on things that I instinctively felt were wrong but I did them to keep others happy - when they then turned out to be wrong decisions, I regretted not doing what I wanted to do in the first place!

What is your advice for Inspiring Female Entrepreneurs?

Never think that having your own business is not for you or that you are too old to change your life's path. I have realised that however much you plan, life can throw unforeseen curveballs in your path - sometimes you just have to go with it, and jump at the chance of learning something new!

Keep meeting new people wherever you are - it doesn't always have to be at official networking events - as well as maintaining good historic relationships. And always treat people at all levels of life with respect as you never know where it may take you or when someone may be able to help you ...

One is your favourite quote/favourite book ...?

One of my favourite quotes is 'Books are the training weights of the mind' by Epictetus, that good quality reading can keep your mind fit.

Another is by my favourite artist Salvador Dali 'Intelligence without ambition is like a bird without wings', that one should never waste an intelligent and educated mind.

The House of the Spirits by Isabel Allende is a firm favourite; I am a huge fan of South American literature in general.

I also adore Bill Bryson's 'A Short History of Nearly Everything', a fascinating and very accessible look at our world and the universe.

Dr. Chandrima N Chatterjee

Co-Founder & Executive Director
S CUBE Trans Continental Group

She is also a Board Member & Advisor to multiple sustainable projects and practices. A Ph.D. in Migration Studies, her influence also extended to the academic and research community. She has been a part of several impactful research on a range of social issues including migration, women's issues, health and education and has fulfilled Advisory roles to various government entities throughout her professional journey. In the past she has received prestigious academic scholarships to undertake groundbreaking research on

vulnerable groups. Her advocacy and lobbying skills have played a pivotal role in raising awareness and instigating policy changes. She is a member of organisations for female founders and womens' circles of empowerment - where she works tirelessly to offer her expertise, supporting female entrepreneurs globally. Her 20 years of combined experience forms her corporate

ethos to empower others with passion, compassion and empathy. She is a Visiting Faculty for Universities offering courses on Organisational Behaviour to share her real-world insights and examples to bridge the gap between theory and practice and build next generation leaders.

My Story

My journey as an entrepreneur initiated a decade ago to create a global platform for innovation to bridge existing gaps in business and offer unique solutions. Presently, our Group ventures into international trading, technology solutions, project advisory and consulting (in port, airport, and infrastructure development), in addition to global supply chain and logistics. The trajectory of entrepreneurship, for me, has been a dynamic journey of continuous personal development—a verb evolving through time rather than a static noun. Overcoming challenges, embracing risks, and absorbing lessons from experiences have coalesced into a tapestry of personal and professional growth beyond my initial expectation. In the nascent days, I invested countless hours absorbing the nuances of business, meticulously building the company from the ground up, and truly learning what it means to construct something meaningful through failures and disappointments.

As a female founder, I had to embrace the



existing challenges both within and outside the company with clear Purpose, Priorities & Progress mindset. There is no fixed playbook for success. As a leader, you are bound to face crisis that may be your defining moment for future growth. In the growth story, I have been mostly navigating the various challenges faced by clarifying the priorities and by establishing accompanying rituals to close the gap between promises and delivery and create value for the stakeholders. Today, as a Group we have successfully executed important projects that required careful and innovative operational efficiencies and planning. The Companies future holds on delivering innovative strategies in the development of infrastructure and the energy sector.

Dedication to sustainability for us goes beyond compliance; it's a strategic imperative that shapes our decision-making processes. To reduce carbon footprint in shipping, logistics & supply chain operation, we as a Company from early on have adopted new technologies and made changes across the entire supply chain delivery by choosing and investing in energy efficient vehicles, choose operations that utilized renewable energy sources like solar and wind for port operations and warehouses; promoted intermodal transportation and facilitated



collaboration between stakeholders by increasing visibility across the supply chain through technology. By investing in renewable energy sources and implementing waste reduction initiatives within our projects and processes, we aim not only to meet current environmental standards but to actively contribute to a healthier, more sustainable future. Sustainability is ingrained in our corporate culture, influencing how we collaborate with partners, source materials, and engage with local communities in our trading business. Our focus on sustainable practices is aimed at not only minimizing environmental impact but also to strengthen the relationships with suppliers who share our commitment to ethical and eco-conscious operations. Beyond regulatory requirements, we view sustainability as a business imperative that enhances resilience and long-term viability.

My personal passion propels me to identify and participate in sustainable projects worldwide and in line with the recent COP28. We are seeing a rise of sustainable projects and products in the market. I take my task very seriously as an Advisor/Mentor to those projects that promises to harmonize the principles of people, planet, and profit. As a Group, embracing sustainability as a core principle, we strive to integrate eco-friendly practices across our operations, contributing to a greener and more responsible business model.

In my tenure as an entrepreneur, I've observed the unwavering determination that characterizes the spirit of women in the workplace which was also an issue that was highlighted at COP28. Sadly, a significant gap still exists, where women don't get the same opportunities as men in terms of access to resources owing to persistent gender biases. It has become my mission to cooperate and collaborate with fellow female founders towards the creation of an inclusive corporate ecosystem. As an individual I support women-led small businesses. During one of the project planning on cloud kitchen in railways, we kept women-led small businesses as our principle source to procure materials and services for the entire project. Our motto was to empower via employment. I aspire to realize a vision of inclusivity within the business landscape deeply influenced by my personal journey and my commitment towards a better and equitable future.

Sameera Fernandes

A Corporate Affairs & Sustainability Expert

Over twenty years of international experience, has been a beacon of change and innovation in the field of environmental conservation and sustainable practices. Born in Doha, Qatar, Sameera's early exposure to diverse cultures and environments fueled her passion for sustainability, leading her to become a prominent figure in the realm of Green Finance, Sustainable Investments, International Partnerships, and Change Management.

As the Director of Corporate Affairs and Sustainability at Century Financial in the UAE, Sameera has been pivotal in driving the company's sustainability agenda forward. Her expertise is not just confined to corporate strategies; she is also a certified ESG and Sustainability professional, having completed the prestigious Oxford University – Leading Sustainable Corporations program. Her knowledge is further enriched by certifications in Global Reporting Initiatives, Social ROI from CSR Arabia, and Strategic Internal Communications from the UK.

Sameera's influence in the global investment sector was particularly highlighted during the Gulf Investment Report 2023's release at the World Investment Forum in Abu Dhabi. This event marked a significant milestone in her career, showcasing her ability to shape critical discussions in global investments.

Her commitment to sustainability extends beyond professional boundaries. Sameera is an accomplished author, with two books released by the Minister of Education in Karnataka – "The Price of Truth" and "Educating the Next." She is also a feature writer for the Friday Magazine of Gulf News and serves as a European Boardroom Advisor. Her previous leadership roles at prestigious organisations like Al Ghurair Investments, Sun Microsystems, Jet Airways, and Nokia have contributed to her broad perspective on corporate sustainability.

Recognition for her work has come in many forms. In 2023, she received the Innovative ESG Leadership Award at the Gulf Sustainability Awards. She was also honoured with the Global Women Leadership Award for Leadership Excellence in CSR in UAE in 2022, among several other accolades over the years, including the Nirbhaya Award for Brave & Courageous Women and the Chanakya Award for Best Media House Leader.

Currently, Sameera is pursuing a Doctorate in Global Leadership Competencies and has published over 25 International Research Papers. Her insights are highly valued in academic circles, and she is a frequent keynote speaker at global conferences, where she shares her expertise and inspires others to embrace sustainable practices.

Throughout her career, Sameera Fernandes has not only contributed significantly to the corporate world's understanding and implementation of sustainability but has also been a guiding light for future leaders in the field. Her work with various organisations and governments worldwide has established her as a key figure in shaping a more sustainable future.



Century Financial's engagement with COP28 is multifaceted, reflecting a strong commitment to sustainability and financial literacy. A notable initiative is their collaboration with the University of Dubai and Principles of Responsible Management Education (PRME) to launch 'Financial Freedom for All,' a personal finance guide aimed at empowering blue-collar and front-line workers with essential financial skills. This is part of a broader 'Train the Trainer' program designed to foster financial empowerment and economic development.

Additionally, Century Financial has taken a prominent role at COP28's Expo City Green Zone. Their participation includes panel discussions focusing on 'Sustainability&U,' exploring themes such as collaborative sustainability, leadership in green initiatives, and the role of education in sustainability awareness. The discussions will feature professionals from various industries, sharing insights on sustainable practices and ESG integration in business strategy.

These efforts are consistent with Century Financial's larger Environmental, Social, and Governance (ESG) vision, emphasising the importance of sustainable practices in operations and reporting methodologies. The company's overall strategy includes integrating sustainability into their corporate framework and promoting ESG awareness across different sector

Jasleen Kaur

A former Intellectual Property Lawyer,
Embodies the essence of transformation

Embark on a journey through the life of Jasleen Kaur, where the rigidity of law intertwines with the fluid artistry of makeup and skincare. Her story is a vivid canvas, showcasing a transition from legal precision to the creative finesse of beauty, all driven by a deep-seated passion.

With an eight-year tenure in law, her heart always beat for a different drum – the world of makeup and skincare. In 2023, Jasleen's journey took a significant turn as she ventured to Dubai, shifting her focus from law to her true calling in the beauty industry.

As a licensed makeup artist from KHDA Dubai, Jasleen's expertise is not just confined to creating mesmerizing makeup looks for weddings and professional shoots but extends to her profound understanding of skincare. She believes in enhancing beauty, not just on the surface but nurturing the skin's health and radiance.

Skincare Philosophy

Jasleen advocates for skincare that is both effective and rooted in natural remedies. She emphasizes the importance of using simple, yet powerful, ingredients that are often found in our homes. Her approach is practical, embracing the wisdom of traditional skincare practices in our modern lives.

Signature Skincare Remedies

Anti-Marks and Blemishes

Jasleen recommends a simple yet effective remedy of rice flour and curd. "Mix rice flour with curd, apply it on your face, and leave it for 15-20 minutes. Then, gently rub it off. This pack is excellent for reducing marks and blemishes," she advises.

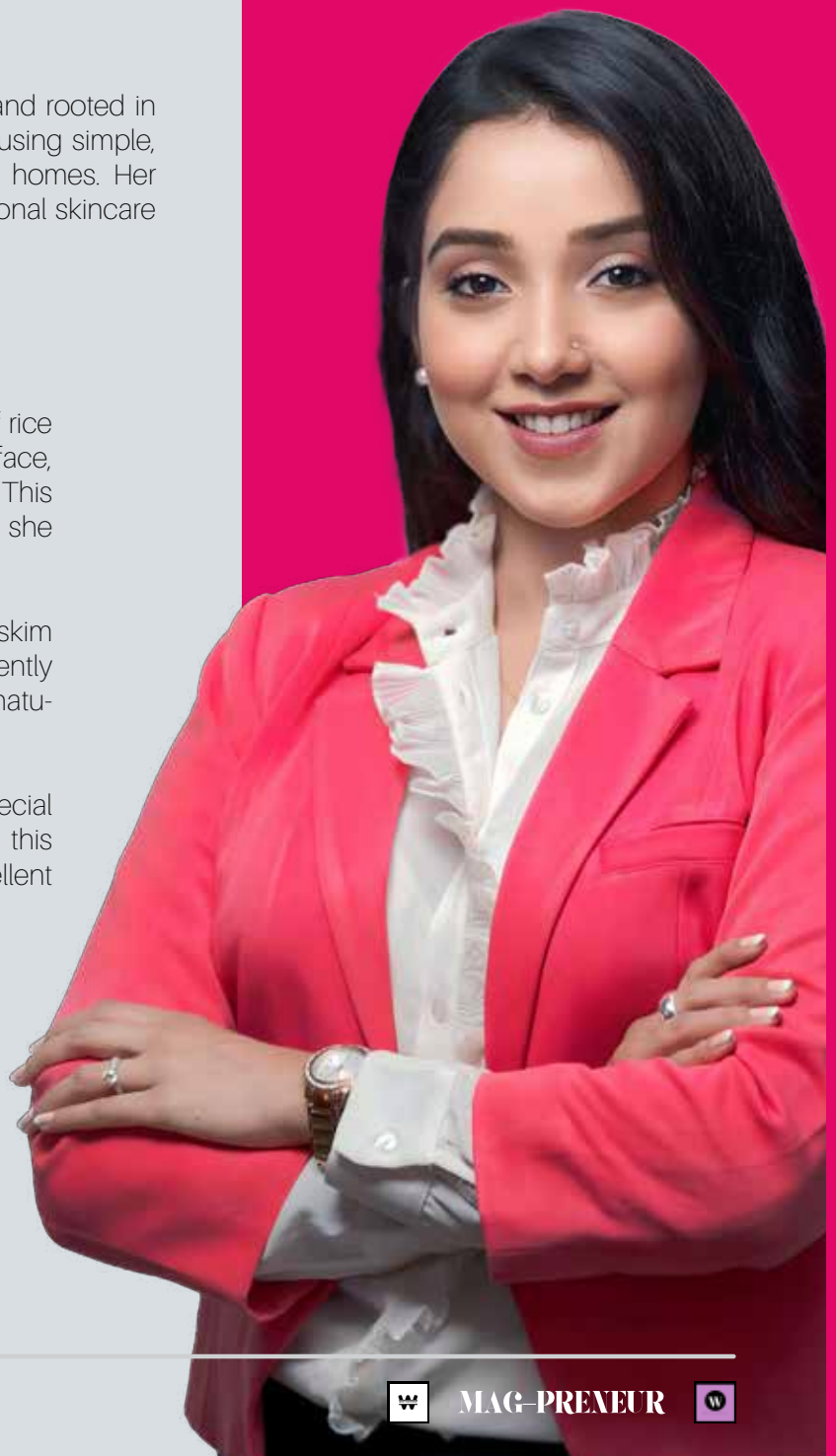
A Natural Glow

Another go-to remedy is a mashed papaya and curd or skim milk mask. "Apply this pack for about 30 minutes. Gently scrub it off with light hands. It's wonderful for getting that natural, healthy glow," Jasleen shares.

Turmeric and Aloe Vera for Blemish-Free Skin

A believer in the power of turmeric, Jasleen creates a special pack combining aloe vera gel with turmeric. "Apply this mixture for 15-20 minutes and then wash it off. It's excellent for achieving blemish-free skin," she says.

In the realm of beauty and skincare, Jasleen Kaur stands out as a figure of inspiration and creativity. Her journey from the legal field to the world of makeup and skincare is not just about a career change; it's a testament to the power of following one's true passion. As she continues to empower others through her beauty expertise and natural skincare wisdom, Jasleen remains a beacon for those daring to dream and pivot their paths in life.





Saudi Petrolite Chemicals

A Baker Hughes venture, enabled by Dussur

Baker Hughes, Dussur Inaugurate Saudi Petrolite Chemicals' Facility in Jubail to localize Oilfield and Industrial Chemicals

- Localization opportunities to increase local raw materials, support local workforce development and provide shorter lead times for delivery to customers in KSA
- Inauguration ceremony included the presence of HRH Prince Abdulaziz Bin Salman Al Saud, Minister of Energy; His Excellency Eng. Khalid Al-Falih, Minister of Investment; His Excellency Mr. Bandar bin Ibrahim AlKhorayef, Minister of Industry & Mineral Resources; Lorenzo Simonelli, Chairman & Chief Executive Officer, Baker Hughes; and Dr. Raed Al-Rayes, Chief Executive Officer, Dussur

Jubail, Saudi Arabia -- Feb. 12, 2024 - In the presence of HRH Prince Abdulaziz Bin Salman Al Saud, Minister of Energy; His Excellency Eng. Khalid Al-Falih, Minister of Investment; His Excellency Mr. Bandar bin Ibrahim AlKhorayef, Minister of Industry & Mineral Resources, Baker Hughes, an energy technology company, and Dussur, owned by the Saudi



Arabian Public Investment Fund (PIF), Saudi Aramco and SABIC (Saudi Basic Industries Corporation), formally inaugurated on Sunday the previously announced joint venture (JV) chemicals manufacturing facility focused on providing oilfield and industrial chemicals in The Kingdom of Saudi Arabia (KSA). The facility will be known as the Saudi Petrolite Chemicals facility.

The event commemorated the new facility which will increase KSA's supply base targets of raw materials like solvents and glycols, as well as accelerate the development of manufacturing skills and capabilities of the local workforce with more than 70% Saudization. With faster delivery of fit-for-purpose chemical solutions, the facility is closer to customers and suppliers, creating efficiencies across the business. The new facility also builds on Baker Hughes' continued strategy to source and produce chemicals in proximity to key demand hubs, as recently achieved with the Singapore chemicals manufacturing facility in 2022.

"Today is a testament to Baker Hughes and Dussur's continued efforts to drive in-country value to better serve the chemicals market in the Kingdom and across the region. Aligned to the Kingdom's vision, the inauguration of the Saudi Petrolite Chemicals facility marks another milestone in the Kingdom's remarkable journey of economic and industrial growth. For Baker Hughes, I am proud to be a part of this journey we started more than 85 years ago in KSA, as we invest in growth together," said Lorenzo Simonelli, chairman and CEO, Baker Hughes.

And on this occasion, Dr. Raed Al-Rayes, CEO of Dussur, said: "The inauguration of the new Saudi Petrolite Chemicals project comes within Dussur's efforts to cooperate with its partners for strategic localization, to maximize the developmental and economic impact in the Kingdom. At Dussur, we are proud and appreciative of

today's partnership with Baker Hughes that marks a significant milestone. This new project will provide special, distinguished opportunities for the sons and daughters of our nation, as we target a Saudization rate of more than 70%."

The Saudi Petrolite Chemicals facility spans approximately 90,000 square meters with an on-site quality control lab, ethylene oxide, propylene oxide pipeline feedstock, and 14 storage tanks. The facility manufactures chemicals for oilfield, power generation and industrial chemicals.

About Baker Hughes Baker Hughes (NASDAQ: BKR) is an energy technology company that provides solutions to energy and industrial customers worldwide. Built on a century of experience and conducting business in over 120 countries, our innovative technologies and services are taking energy forward - making it safer, cleaner and more efficient for people and the planet. Visit us at bakerhughes.com.

About Dussur:

The Saudi Arabian Industrial Investment company, owned by The Saudi Public Investment fund, Sabic, and Aramco, aims to maximize the developmental impact on the Saudi economy by executing strategic and sustainable industrial investments with world-class technical partners, unlocking the Kingdom's industrial value chains.

Visit us at www.dussur.com

For further information, please contact:
Orient Planet Group (OPG)

How to avoid 10 mistakes while setting up companies in UAE & KSA ...

1

INCORRECT ADVICE ON STRUCTURES

The most crucial part of the company setup process is receiving the correct advice on your company structure. If your company is setup incorrectly, it can cost you thousands of dollars and weeks or months to correct – delaying your ability to start earning profits. Your company may also miss out on lucrative contracts because customers cannot award your company business. Ensure the advice you are receiving doesn't come from a sales pitch, rather from years of commercial experience and reputable qualifications.

2

NOT RECOGNISING VALUE FOR MONEY

With so many company structures to select from in the UAE, it can be overwhelming to understand which the perfect fit is for you.

There are more than 50 free zones to choose from and onshore companies have more than 2500 business activities available.

Similarly in Saudi Arabia, there are more than 1000+ business activities to select.

The cheapest option is not always the correct option. The best value you can find is a compliant company structure that maximizes your profit potential, both now and in the future.

3

SETTING UP A COMPANY THAT LACKS CREDIBILITY

Some banks are now refusing to issue corporate bank accounts to companies established in certain jurisdictions. This could render a newly established company worthless if it cannot open banking facilities. Check thoroughly before committing yourself to ensure you will have appropriate banking options to suit your business.

4

PUTTING SHAREHOLDERS INVESTMENTS AT RISK

Having the wrong shareholding structure for your company could mean you do not have control, putting your investors' money at risk. For a Dubai mainland / onshore company, you need to know what to look out for and how to recognize and appoint a safe corporate nominee. Likewise, free zone companies can eliminate their risk if their shareholdings are structured correctly. With several options available to safeguard shareholder investments, this is a risk that can be reduced by more than 85% if the correct advice is followed and implemented.

Conversely in KSA, nominee arrangements are highly illegal under the Anti-Concealment Law. Should companies have a nominee arrangement, they can face up to 5 years in prison and SAR 5 million in fines. Therefore, getting the correct advice from reputable professionals is crucial for your company's correct structuring arrangements.

5

NOT PLANNING FOR THE FUTURE

Establishing a company based purely on today's requirements could see you incurring the cost of another company setup in a year's time. Research shows that 64% of companies incur unnecessary costs to amend their business licenses between 18-24 months of establishment due to poor forward planning. Save your time and money by setting your company up correctly from the outset, safe in the knowledge that it will be suitable as your operations grow.

6

ERRORS ON COMPANY TRADE LICENSES

Nearly 1 in 3 companies have errors on their company licenses. Mistakes like this can be expensive to the shareholders, costing on average USD 3,000 to correct. These errors come from setting up the company incorrectly, not keeping current on changing regulations and not fully understanding the operations and requirements of your business to begin with. Make sure you are getting the correct trade license in the UAE and activities for your business before incorporating.

In Saudi Arabia errors to a company's Commercial Registration (CR) are also expensive to the shareholders and can cost thousands of US dollars to make the necessary corrections.

7

OPERATING WITH THE INCORRECT LICENSE

Your company needs to have the correct license when operating. Getting this wrong could lead to fines of up to USD 28,000 plus. Not only can the company face fines, the General Manager can be personally liable and penalized as well. To protect your shareholders, company, and General Manager, ensure your company setup is correct for the type of trading and operations it will be conducting.

8

NOT MAXIMISING PROFITABILITY OPPORTUNITIES

$\frac{3}{4}$ of all companies established in 2021 missed opportunities that could have boosted their profitability. When setting up your company, an in-depth knowledge of government processes and regulations will ensure that you receive the greatest number of activities on your company license. This gives access to additional target markets and revenue streams to boost profitability and returns to investors.

9

NOT UNDERSTANDING LOCAL LAWS AND REGULATIONS

An Australian woman in the UAE faced imprisonment for 6 months and a large sum of fines for allowing employees to work for her company without the correct visas. It is imperative that you are aware of the laws and regulations that you are required to abide. As soon as your company is setup, make sure you have an expert to familiarize you with the relevant laws to avoid expensive mistakes. In Saudi Arabia it is against the law to work on a tourist visa or bypass the correct employment formalities. Once your company setup is completed, you need to comply as per Saudi Labor Law and complete a KSA visa and Iqama to be a legally employed employee.

10

NOT KEEPING UP TO DATE WITH CURRENT AND CHANGING REGULATIONS

UAE and Saudi Arabia strive to improve doing business and continue to develop their regulatory environments. Therefore, regular changes and updates to laws could affect your company. To avoid fines or worse, jail time, it is vital that you understand the laws and regulation and know when these changes will impact you, your business, and shareholders. Ensure to only use a registered Corporate Services Provider to help with compliance processes and keep your company up to date with all these changes.

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INSTRUMENTS**

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Feasibility Reports
Business Trade License
Mainland, Freezone & Offshore
Sponsorship Visas
Financial & Funding Provision
Bank Account Opening Assistance in
Mainland, Freezone & Offshore
Accounting and Book Keeping
Office Space Provision & Assistance
Virtual Office Address Services

FINANCIAL INSTRUMENTS

Letter of Credit at Sight - LC
Stand By Letter of Credit - SBLC
Bank Guarantees - BG
Performance Guarantee - PG
Demand Guarantees - DG
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DXB LIVE to Organise the Largest Specialised Coffee Event in the MENA Region

*World of Coffee 2024
to kicked with*

Over **1,650**
Companies

brands from

51
Countries

*Over 60 percent
of participating
Companies
and Brands will be
attending for the
third Consecutive Year*

Dubai, UAE, 20 January 2024

The World of Coffee 2024, kicked off Sunday, January 21, 2024, organised by DXB LIVE, the integrated event management and experiential agency of Dubai World Trade Centre, and the International Coffee Association. The premier event will take place in Za'abeel Halls 4, 5, and 6 of the Dubai World Trade Centre, with over 1,650 exhibitors and brands from 51 countries, including seven national pavilions.

Visitors had a unique opportunity to learn about the newest developments, products, and services associated with the coffee industry during the third edition of the exhibition, which runs until January 23, 2024. The exhibition will serve as an ideal platform to share experiences, knowledge, and ideas with partners, suppliers, and buyers from around the world.

Shouq BinRedha, Exhibition Manager of World of Coffee Dubai 2024, said: "This global event will highlight the big growth and development of the UAE's coffee industry as a whole, particularly in Dubai. Dubai's hosting of this event is a testament to its pivotal role as a regional and global hub in this sector. We look forward to welcoming exhibitors, visitors, and participants who share the



passion for coffee, and hope that the exhibition will provide attendees with exceptional experiences, interactive events, as well as opportunities for collaboration and networking."

Several leading companies and brands from around the world are set to participate in the exhibition. Over 60 per cent of these are companies and brands participating for the third time in a row, including those from Brazil, Colombia, France, Ethiopia, Greece, Turkey, Switzerland, Netherlands, Sweden, Spain, Romania, Singapore, Qatar, Panama, Oman, Mexico, South Korea, Jordan, Indonesia, India, Georgia, Denmark, Czech Republic, Bolivia, Belgium, Austria, China, Ukraine, United Kingdom, United States of America, as well as Saudi Arabia.

Saud Al Nuaimi, CEO of Coffee Disick and co-founder of ORORO, said: "We believe in the 'ORORO Experience,' which describes coffee as a cultural, social, and artistic experience. Our participation in the World of Coffee exhibition is an essential part of our company's mission to promote high-quality coffee products. We are confident that the exhibition will provide an opportunity to connect and interact with a wide range of suppliers and wholesale coffee buyers, making it a milestone event in our journey. We further hope to build strong relationships with key stakeholders to access new markets and solidify our presence in the market."

"Furthermore, we look forward to presenting our green coffee beans, which come from the best

farms in Brazil and East Africa, all the while maintaining sustainability and quality across the agricultural and trading processes. We kindly invite all guests to our pavilion to experience the numerous nuanced flavours of our meticulously and passionately selected coffee beans," Al Nuaimi added.

Shiara Rodondi, Executive Director of Marketing at Lillette, said: "We are pleased to return to this premier event, where we will be showcasing the finest Italian coffee preparation equipment available worldwide. Our goal is to leverage the exceptional standards and momentum generated by the event to promote our array of products and establish connections with prospective clients. We also look forward to tapping into the potential of the Middle East markets for more strategic connections in the region. All experts and enthusiasts are welcome to visit our booth and learn about our premium coffee-making supplies, and how it can improve the quality and taste of coffee."

The World of Coffee 2024 exhibition reflects the significant developments and growth in the region's coffee market, while also highlighting the latest innovations and sustainable practices in the cultivation, production, and consumption of coffee. The exhibition promises to be a one-of-a-kind opportunity for everyone involved in the coffee industry, including farmers, roasting professionals, manufacturers, distributors, and other stakeholders to connect and drive growth in the sector.

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