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# BUSINESS TRANSFORMATION

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THE CHANGE TO FUTURISTIC BUSINESS

GREEN ENERGY

## CAN WE MAKE THE TRANSITION

A look at the challenges and transition path for regional industries to move to low carbon and circular economies.

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## THE WORLD CIO 200 SUMMIT, GITEX 2023 AND COP28

**C**limate change is a growing concern, the power and utilities sector is taking center stage at the upcoming COP28 event this November. We're on the brink of a transformation that could shape our future, and it's time to get excited about it.

First and foremost, it's about ditching the old, energy sources. You've probably heard about wind, solar, and hydro power. Well, these clean energy sources are becoming the new rock stars of electricity generation. They're not just good for the environment; they also create jobs and make our energy supply more reliable.

But it's not just about where we get our energy; it's also about how we use it. We're getting smarter about managing our power grids and using fancy tech like smart meters and energy-efficient gadgets. This means we waste less energy and save money on our bills.

Imagine your devices talking to each other, making sure your home uses just the right amount of energy. It's not science fiction; it's the future of power and utilities.

And let's not forget about those sleek batteries that can store excess energy from renewables for when the sun isn't shining or the wind isn't blowing. They make sure the lights stay on, even when the weather is unpredictable.

In this edition of the Business Transformation Magazine, we've endeavored to explore the process of transforming the power and utilities sector. Diverse contributors have shared their insights on ways to enhance our responsible use of utilities and power, striving for greater efficiency and environmental responsibility as individuals and businesses.

So, as we gear up for COP28, know this: the power and utilities sector is transforming for the better. It's not just about being greener; it's about creating a brighter, more sustainable future for all of us.

At COP28, leaders from around the world will come together to make new commitments to fight climate change. The future of power and utilities is a key part of that conversation, and we're all in this together. It's time to turn our dreams of a cleaner, more efficient world into a reality. The energy revolution is here, and it's something to cheer about.

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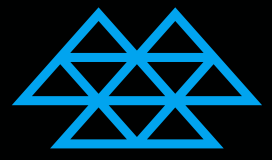
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# POWERING SUSTAINABILITY: TRANSFORMING THE POWER AND UTILITIES SECTOR

The transformation of the power and utilities sector towards sustainability is driven by a medley of innovative technologies that redefine energy production and distribution.

**I**n the relentless pursuit of global sustainability goals, the transformation of the power and utilities sector plays a pivotal role. The past 18 months have witnessed remarkable strides across the entire power value chain, marked by a resolute commitment to carbon abatement. The focus has been all-encompassing, scrutinizing scopes 1, 2, and 3 emissions, and forging a path towards comprehensive sustainability. This transformation encompasses investment in renewable energy generation, grid upgrades to accommodate intermittent renewable energy sources, and the implementation of smart metering and energy efficiency measures in distribution. Furthermore, it extends to collaborating closely with major suppliers to ensure decarbonization within the supply chain. These strategies are no longer abstract concepts but have matured into tangible C-Suite-level

decarbonization plans, fully endorsed by boards of directors and shareholders.

## INNOVATIVE TECHNOLOGIES FOR SUSTAINABILITY

The transformation of the power and utilities sector towards sustainability is driven by a medley of innovative technologies that redefine energy production and distribution. While the adoption of established renewable technologies like solar and wind is readily evident, there is a conspicuous surge in investments in newer technologies, with green hydrogen taking center stage. The region has seen a significant influx of financing in these tech-driven initiatives, fostering an environment of exploration and experimentation. Energy operators are dedicating resources to research and development efforts aimed at embracing cutting-edge technologies in the sector. The fusion of renewable energy and green hydrogen value chains, coupled with a continued emphasis on



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Partner, Middle East,  
Bain and Company

“

In the quest for sustainability, the power and utilities sector undergo a transformation that promises not just cleaner energy, but a brighter future for us all.

”

emerging technologies, ensures that the MENA region remains at the forefront of decarbonization.

#### REGULATORY POLICIES AND INCENTIVES

Effective transformation necessitates a triumvirate of regulators, operators, and financiers working in tandem towards shared success. The regulators in the MENA region

have set ambitious yet achievable goals. What distinguishes the current landscape is the ongoing dialogue between the three entities, as they iteratively push forward with the practical implementation of these ambitions in both the private and corporate sectors. The establishment of enablers, rather than incentives, is gaining prominence in major MENA economies. This approach seeks to address the full value chain, encompassing not just the electron's offtake but also the structuring of financing mechanisms.

#### CHALLENGES AND OPPORTUNITIES OF RENEWABLE ENERGY

The role of renewable energy in transforming the power and utilities sector is paramount, offering both challenges and opportunities. A decade ago, the primary concern was the cost curve and scaling up implementation. Today, the landscape has evolved. Two key challenges come to the forefront: the supply chain's ability to meet the ever-increasing demand for renewable energy, and the technical intricacies of grid optimization to mitigate the intermittency inherent to renewable energy integration.

#### SUPPLY CHAIN CHALLENGES

Meeting the surging demand for renewable energy sources places immense pressure on the supply chain. Sourcing, manufacturing, and transporting the necessary components and infrastructure require careful planning and coordination. To address this challenge, players across the sector must collaborate closely, investing in supply chain optimization, streamlined logistics, and sustainable practices.

#### TECHNICAL CHALLENGES IN GRID OPTIMIZATION

The integration of renewable energy sources poses technical challenges, primarily related to grid optimization. As these energy sources, such as wind and solar, can be intermittent, grid stability becomes paramount. The transformation of power and utilities necessitates a reimagining of the grid architecture, including advanced storage solutions, real-time monitoring, and the ability to adapt swiftly to changes in energy production. Grid modernization, supported by cutting-edge technology and predictive analytics, is key to maintaining a stable power supply.

#### UNLOCKING THE POTENTIAL

Despite these challenges, renewable energy sources offer an array of opportunities for the power and utilities industry. First and foremost is the alignment with sustainability goals. By embracing renewable sources, the sector can significantly reduce carbon emissions and mitigate its environmental impact. This transition presents economic opportunities, generating jobs and stimulating investments in the renewable energy sector.

Furthermore, renewable energy enhances energy security and independence. A diversified energy portfolio reduces reliance on finite resources and mitigates the risks associated with price fluctuations in traditional energy sources.

The rise of decentralized energy generation is another exciting prospect. Renewable energy empowers individuals and communities to become prosumers, producing and consuming energy within a local network. ■



# THE NEW GAMING REGULATORY AUTHORITY IN UAE FOR NATIONAL LOTTERY AND COMMERCIAL GAMING

The UAE considers legalizing commercial gaming, opening doors to economic growth and tourism. It's a transformative step with potential benefits and regulatory challenges.

## GAMBLING IS CURRENTLY ILLEGAL.

The UAE has transformed into an international hub that offers a blend of culture, tradition, and modernity. It is a dynamic and ever-evolving environment for business, innovation, and regulation. The decision to ultimately permit commercial gaming and lotteries in the UAE carries several potential perceived benefits, contingent on how the UAE's General Commercial Gaming Regulatory Authority (GCGRA) implements these regulations.

Shaping the industry in the UAE through effective regulation, coupled with responsible

gambling programs, will play a pivotal role in addressing any negative perceptions associated with gambling and previous stringent policies. The impact of this shift will hinge on the specific regulations, the locations where gambling is permitted, and the types of activities allowed. Regulatory measures will ensure fairness and integrity within the gambling environment, guarding against fraud and manipulation. In alignment with the introduction of commercial gaming, it will be essential to establish services and programs aimed at combating malpractices, addressing addiction issues, and tackling





**ZANA JABLAN MUSA,**  
Director of Operations,  
Sovereign Corporate Services  
and PRO Partner Group

any other gambling-related problems. This holistic approach is crucial to ensure that the benefits of regulated gambling are realised while mitigating potential drawbacks.

#### **NEW AUTHORITY ATTRACTIVE TO CRUISE LINERS AND CASINOS.**

One of the noteworthy aspects of the new legislation is that it may allow casinos to operate while docked, making this a

potentially attractive proposition for cruise liners. This change could be a game-changer in the tourism landscape, offering a unique experience for tourists and further contributing to the overall appeal of the UAE as a tourist destination.

The anticipated economic growth and development resulting from the establishment of gambling businesses will be further enhanced by the influx of both domestic and international tourists. This stimulation of tourism will not only benefit the gambling establishments themselves, such as casinos, but also the surrounding businesses within the hospitality sector, including accommodation, food and beverage services, and various forms of entertainment attractions such as cruise liners. It is reasonable to anticipate the emergence of more gambling establishments such as casinos in the UAE.

#### **FOLLOWING A SIMILAR MODEL TO SINGAPORE TO INCREASE % OF GDP.**

The UAE can draw meaningful lessons and insights from other countries' gambling regulatory frameworks as it considers the adoptions of its own practices and regulations. Singapore, for instance, stands out as a model where gambling has contributed significantly to the GDP and brought in substantial revenue. Learning from Singapore's regulatory framework and its economic impact can be instructive for the UAE. These examples provide valuable reference points for designing and implementing a gambling operation in a manner that aligns with the UAE's unique context.

Similarly, places with internationally renowned gambling destinations like Las Vegas or Macau, known

for their thriving gaming industry, offer blueprints for establishing successful gambling infrastructures and regulations.

There are international examples to showcase how a regulated gaming environment can generate substantial government revenue streams. This revenue can then be utilised to benefit residents and citizens, demonstrating the potential for a well-regulated gambling sector to contribute positively to the country's financial well-being and public services.

#### **NEW CULTURAL AND SOCIAL STANDARDS IN UAE.**

The UAE's exploration of permitting commercial gaming is a significant step that aligns with the country's trajectory toward becoming an ever more cosmopolitan and diverse nation. The UAE's existing cultural and demographic diversity will likely be further enhanced by the attraction of international populations drawn to the country's evolving landscape. The UAE has a reputation for swift responses and rapid regulatory rollouts. This proactive approach underscores the UAE's commitment to adapting and evolving in line with its vision for the future.

In this context of advancement and setting new standards, Ras Al-Khaimah (RAK) and Dubai stand out as potential beneficiaries of the introduction of gambling establishments. RAK, as the proposed site for the initial gambling establishments, and Dubai, due to its existing density of foreign nationals, cultural acceptance, and cosmopolitan nature, are well-positioned to reap substantial benefits from this development and regulation. ■



# SUSTAINABILITY IN SUPPLY CHAINS: A CRITICAL IMPERATIVE FOR MANUFACTURERS

To effectively pursue sustainability, Middle East manufacturers must develop digitally connected supply chains

**S**upply chains are part of a small family of invisible elements we humans rely upon daily. Like its relatives, electricity and telephony, we only notice it when something goes wrong. The COVID pandemic hit global supply chains hard. While a relatively small part of the underlying problem, images of the Ever-Given container vessel stuck in the Suez Canal have come to symbolise a problem discussed at the highest levels of government. Our leaders must now consider issues such as speed of recovery and fail-safes, and calculate the economic impact of inaction. Topics such as risk

management, optimisation, and near-shoring have shot to the top of boardroom agendas.

According to a report by KMPG from Q3 2021, at the height of the crisis, food retailers and FMCG businesses in the United Arab Emirates (UAE) were “struggling to continuously define optimal inventory levels”. The UAE imports 85% of its food, with much of it coming from as far afield as Brazil and the US. The report referred to plummeting customer satisfaction ratings, due to stock shortages, a lack of information about order status, and expected delivery times.

The modernisation of supply chains remains



**VIBHU KAPOOR,**  
Regional Vice President -  
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Epicor

critical to economic recovery and ongoing growth. The UAE Minister of State for Foreign Trade said as such in January at the annual World Economic Forum conference in Davos, Switzerland. Apart from the core existing problem — that the capacity, availability, and reliability of labour, warehouses, ports, shipping containers, and the ships themselves simply cannot keep pace with consumer demand — an exacerbating element has arisen. Sustainability. Egypt's COP27 and the UAE's COP28 place the region in plain view of the world. While these 13-day summits are not the only reason for concern over the sustainability of supply chains, they are a significant one.

#### **MANUFACTURERS, STEP FORWARD**

EY recently reported that more than 90% of the average organisation's greenhouse gas emissions, and up to 70% of its operating costs, are attributed to supply chains. Addressing this, the report rightly pointed out, will be central to making good on environmental, social and governance (ESG) pledges. Let us take manufacturing businesses as an example. What we are seeing right now is a global awakening to the fact that time is running out for us to leave a habitable biosphere for future generations. We see new environmental legislation and increased consumer demand for sustainable practices. Retailers and customers are demanding to be provided with more than just basic product information on a product's labelling.

These attitudes have given way to changing laws around the world on plastics and recyclable packaging. Manufacturers must figure out how to comply with all this and ensure the sustainability

of their supply chains while remaining profitable. And they must prove that their products are also sustainably sourced as part of a move towards a circular economy.

Managing the sustainability of their supply and value chains must now occur alongside manufacturers' other change projects such as digital transformation and the upskilling of staff. But EY tells us that a third of companies have yet to come up with a business case for sustainable supply chains and almost half are facing issues when trying to measure returns on such activities. So, how can manufacturers embed sustainability into their extended supply chains to support long-term growth and profitability?

#### **SEE FAR, SEE WIDE**

Visibility comes first. And its benefits are two-pronged. First, businesses get the metrics they need to drive sustainability decision-making, and second, they can identify other inefficiencies. Enterprise resource planning (ERP) solutions are going to play a key role in the delivery of sustainable supply chains. They are already invaluable in helping businesses demonstrate how their products are being manufactured and distributed across each link in the chain. And they routinely support the identification and eradication of inefficiencies in processes and resources.

One of the most powerful capabilities of ERP, when it comes to sustainability programs, is reporting. In carbon-reduction and ESG journeys, reporting comes up often. Project managers need it, stakeholders demand it, and investors call for it. ■



# INDIA'S MEGA DESALINATION PLANT



VA Tech Wabag and Metito signed a contract to develop a 400,000 cubic metres per day, Perur Sea Water Reverse Osmosis Desalination Plant. The project aims to enhance water security and ensure a steadfast supply of clean potable water to over 2.7 million people residing in the Indian state of Tamil Nadu's, South Chennai area.

The scope of the JV covers project development, from design and engineering to procurement, construction, installation, testing, and commissioning over a period of 42 months, which will be followed by 20 years of operation and maintenance of the plant. The desalination process includes Lamella Clarifiers, Dissolved Air Flotation System, Gravity Dual Media Filters, Reverse Osmosis, and Re-mineralisation. The joint venture will be led by Wabag, headquartered in India.





# ADIPEC 2023 SETS NEW MILESTONES IN GLOBAL ENERGY COMMITMENT AND COLLABORATION

**A**DIPEC 2023, the world's largest energy exhibition and conference, has concluded, marking a historic moment for the global energy industry. With a record attendance of over 184,000 visitors from 160 countries, this edition of ADIPEC has demonstrated the commitment of the energy sector to fast-track the transition to a more sustainable future while continuing to meet global energy needs. More than 40 ministers and 120 CEOs from around the world united at ADIPEC 2023 to align on the theme of 'Decarbonising.Faster.Together.' The event highlighted the critical importance of collaborative efforts to drive the energy transition.

**International Collaboration:** ADIPEC 2023 served as a global nexus for technology leaders, entrepreneurs, and innovators. It provided an ideal platform for fostering international collaboration across industries, emphasizing the role of unity in achieving global energy goals.

**Innovation Across Industries:** The event showcased innovation across the entire energy spectrum, from startups with cutting-edge solutions to industry giants unveiling products that will shape our future. ADIPEC underscored the limitless potential within the tech world.

**AI's Pivotal Role:** ADIPEC 2023 emphasized the transformative potential of artificial intelligence (AI) in the energy sector. It showcased how AI-powered startups and established industry leaders are leveraging AI

for game-changing applications, offering a glimpse of its present and future capabilities.

**Networking Opportunities:** ADIPEC 2023 facilitated connections between thought leaders, industry experts, and potential collaborators. These connections will drive technological progress and foster partnerships that contribute to lowering emissions without sacrificing economic growth. As the last major energy industry milestone before COP28 in the UAE, ADIPEC 2023 focused on key priorities such as achieving near-zero methane emissions by 2030 and scaling the deployment of climate technology. These discussions centered on addressing the core challenges of building a sustainable energy system, including technology and innovation, investment, and energy security.

Tayba Al Hashemi, Chair of ADIPEC 2023 and CEO of ADNOC Offshore, stated, "This event is uniting nations, industries, businesses, and individuals across the energy ecosystem to take tangible steps to fast-track the energy transition and realize a lower-carbon and higher-growth future." ADIPEC 2023 also addressed the necessity of decarbonization, with critical conversations focusing on achieving net-zero emissions in heavy industries like aviation and cement production and developing circular economies to reduce carbon intensity in construction.

ADIPEC 2023 emphasized the need for industry-wide partnerships to unlock the energy sector's potential. The event provided a unique platform for leaders in energy, finance, and policy to collaborate, prioritize decarbonization, reduce emissions, and promote economic growth.

Christopher Hudson, President of dmg events, expressed his enthusiasm for the momentum generated at ADIPEC, emphasizing the importance of driving decarbonization solutions and building the energy system of the future.

ADIPEC 2023 Highlights





## ADIPEC 2023 Industrial vendors









## ADIPEC 2023 Technology vendors







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# TOWARDS AN AI DRIVEN WORLD & ECONOMY

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## MBZUAI hosts immersive experience transporting 300 students into the metaverse

Making artificial intelligence more accessible to the next generation of young people – Mohamed bin Zayed University of Artificial Intelligence – recently hosted an immersive experience, transporting more than 300 students from UAE schools and MBZUAI into the metaverse to explain generative technology

and demonstrate its potential for creativity.

Officially launching its AI Armchair series, the conversation titled 'How AI Gives You Superpowers', treated students to an interactive storytelling demonstration on Jais – the Arabic large language model (LLM) – launched last month

by G42's Inception, US-based Cerebras Systems, and MBZUAI.

MBZUAI Vice President of Public Affairs and Alumni Relations, Sultan Al Hajji, who opened the event, said: "We hope the bright young people we met will be among the future students of MBZUAI. As one of the only countries in the world with an AI strategy at the heart of its national vision, increasing AI aptitude and literacy among its young people is a vital aspect of achieving the Emirates' long-term economic and social goals. Through events such as the AI Armchair, we are elevating the discussion around AI's benefits with the public, one conversation at a time."

Marco Tempest, a creative technologist at the NASA Jet Propulsion Laboratory, and a director's fellow alumni of the MIT MediaLab, discussed some of his work with transformative technologies, including metaverse, robotics, and AI, to create unique experiences.

## Snapchat, Ministry of Culture, Saudi Fashion Commission announce TASAWAR AR exhibition

Snapchat, in collaboration with the Ministry of Culture and the Saudi Fashion Commission, is thrilled to announce TASAWAR, an avant-garde augmented reality exhibition that pushes the boundaries of fashion and creativity through technology. Taking place during Riyadh Fashion Week, TASAWAR will run from October 21 to 24, at the King Abdullah Financial District in Riyadh, welcoming local partners, Snap Stars, fashion aficionados, as well as the general public to experience as the worlds of fashion and technology collide.

TASAWAR, which means "imagine" in Arabic, takes the



imagination of every visitor on a journey that enriches the senses. A world where the beauty of fashion design meets the power of AR technology in a series of captivating experiences and activations. The exhibition will deliver an immersive guest-journey featuring designer showrooms, virtual runways,

dress try-ons, headpiece selfie lenses, and more.

Snapchatters will also be able to celebrate the inaugural edition of Riyadh Fashion Week with an immersive 3D Bitmoji lens that embodies the very essence of the fashion runway. Fashion aficionados will be able to stride confidently onto the Riyadh Fashion Week runway in the most personalized experience by leveraging their very own Bitmoji, allowing them to be the main star of the show.

Noha Kattan, Deputy Minister of National Partnerships and Development at the Ministry of Culture said, "The Ministry of Culture is dedicated to enhancing collaboration between the public and private sectors in addition to driving cultural exchange.



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## Dubai Islamic Bank enters Turkish digital banking via investment in TOM Group of Companies

Dubai Islamic Bank will become a shareholder in TOM Group of Companies, which was established by Aydın Group shareholders.

DIB, one of the largest banking groups in the United Arab Emirates, will become a significant minority shareholder in T.O.M. Group which includes T.O.M. Katılım Bankası A.Ş. (Türkiye's First Licensed Digital Retail Bank), T.O.M. Pay Elektronik Para ve Ödeme Hizmetleri A.Ş. (Licensed e-money company with a fast-growing customer base in Türkiye), and T.O.M. Finansman A.Ş. (Licensed financing company specialized in developing innovative digital products) and their subsidiaries.



Dr Adnan Chilwan,  
GCEO, DIB

DIB's entry strategy revolves around the acquisition of a significant minority stake into the T.O.M. Group which is an integrated, comprehensive financial services group established in the digital space. DIB will acquire 20% shareholding across T.O.M. Group with an option to increase shareholding to 25% within 12 months.

Aydın Group, T.O.M. Group's founding shareholder with its new partner DIB, aims to make T.O.M.

Group a national leader with an aspiration to grow regionally in the digital banking and financial technology sector.

This agreement is a clear demonstration of DIB's increased commitment and trust into Türkiye's financial system and represents a compelling opportunity to tap into fast scaling digital banking and financial technology sector in Türkiye.

DIB Group CEO Dr. Adnan Chilwan made the following remarks regarding the partnership, "Central to our growth ambitions has been the bank's ability to effectively formulate winning strategies amidst shifting industry dynamics. Our entry into the Turkish banking sector through the investment in a digital financial group represents this dynamic approach to an ever-evolving market environment.

## UAE based Thuraya and YahClick partner with Gate for Technologies in South Sudan

Al Yah Satellite Communications Company, the UAE's flagship satellite solutions provider, listed on the Abu Dhabi Securities Exchange, announced that its mobility arm, Thuraya Telecommunications Company, and its satellite broadband solutions provider, YahClick have signed a new service partnership to launch their mobility and data services in South Sudan in cooperation with the South Sudanese start-up Gate for Technologies (G4T).

Through this partnership, Thuraya and YahClick will provide several high-growth sectors in South Sudan with satellite-enabled connectivity solutions designed to serve specific requirements, constituting a



significant step forward in the national efforts to re-build the Africa country.

The launch of Thuraya and YahClick's services took place in Juba, in the presence of Government officials from South Sudan, Thuraya's VP of Sales in the Middle East and Africa, Mr. Ammar Al Nuaimi and AVP for Africa region, Mr. Sami Hagana Ali.

The two companies' reliable, affordable, and easily accessible

services and solutions have positioned them as the preferred mobile satellite communications provider in Africa. Yahsat has a longstanding commitment to the continent and its decision to launch Thuraya's mobility services in South Sudan will help to accelerate its growth, development and digital transformation in response to increasing demand for connectivity solutions.

Under the agreement, Thuraya's satellite technology will connect remote communities and support the government in its efforts to develop the nation's telecommunications infrastructure and enable e-government services. Yahsat will also collaborate with humanitarian agencies based in the country by providing them with the essential connectivity to support underserved areas.







## CONNECTED INDUSTRIAL ECONOMY

# ACCELERATORS AND CHALLENGES

By providing customers with real-time data and advanced applications in the cloud, leads to improved operational efficiency, lower energy and utilities consumption, and minimum greenhouse gas emissions.

**D**igital solutions play a critical role in the energy transition. One of the most important developments is the ability to share industrial data beyond the organisation's four walls in a safe and efficient way. This connectivity is at the heart of building what is called a connected industrial economy.

In this new environment, industry is integrated with the world of the end user such as houses, buildings and electrical vehicles. All players are connected in order to share data and ensure the entire energy value chain works smoothly and reliably towards net-zero.

AVEVA believes data-led technologies are essential to decarbonisation, as they drive responsible use of the world's resources and deliver innovative, climate-forward products in the net-zero economy. Digital technologies are integral to building the new industries and supply chains that will deliver sustainable growth and create new jobs.

AVEVA is helping customers in everything from faster engineering and design of new facilities and infrastructure to operations managing an extremely complex supply chain more reliably. By providing customers with real-time data and advanced applications in the cloud, leads to improved operational efficiency, lower energy and utilities consumption, and minimum greenhouse gas emissions.

The new hydrogen industry is a good example. To create a clean hydrogen economy, you need multiple factors working in a coordinated way: renewable power generation, hydrogen production, electrical grid management, pipeline network distribution, consumers management, and so on.

While power is expanding the use of wind and solar to produce electricity, the oil and gas industry is transitioning to become the new energy sector with renewable feedstock and increasing the capacity of clean hydrogen production and carbon capture utilisation and storage.

Ensuring both energy security and equity is a challenge. However, AVEVA's industrial software is a key enabler to the transformation that these sectors need to go through. The design of new facilities and pipelines needs to be faster and more optimised, especially when you consider renewable feedstock such as biomass, CO<sub>2</sub>, or waste plastics and how they will be integrated into the existing

# AVEVA's success stories

Pimpri Chinchwad Smart City, in Pune, India, has used AVEVA smart systems to cut pollution by 18-22% by reducing traffic waiting times. It has also decreased water leakage in the sewerage system by up to 25%. This example is being copied across India and offers potential for many other cities across the globe.

bp uses AVEVA's unified supply chain modelling solution to enable their refinery engineers to track, model and measure carbon emissions alongside profitability in their downstream business. This enables the teams to run the refineries at a rate that optimizes not only profitability against fluctuating prices but also to track emissions with a view to minimising the carbon emitted by their operations.

In the food and beverage industry, Namibia Breweries uses AVEVA Historian to support the management of energy consumption, reduce CO2 emissions, and improve production. The renewable energy system supported with Historian provides for 8% of NBL's electricity demand as well as approximately 4.23 million kWh of green energy. In terms of emissions reduction, the company has achieved savings of 4,230 tons of carbon dioxide.

In the chemical sector, the global player in polymers Covestro has reduced specific CO2 emissions by 40% by leveraging AVEVA PI System data in energy management.



**EVGENY FEDOTOV,**  
Senior Vice President EMEA,  
AVEVA

**KEY****TAKEAWAYS**

- Analysts predict green hydrogen has the potential to expand to a \$11 trillion addressable market globally.
- Green hydrogen will require new transportation, distribution and regulatory approach to operate successfully as an alternative fuel.
- Harnessing green hydrogen could avoid up to 80 gigatons of cumulative CO<sub>2</sub> emissions by 2050.
- The design of new facilities needs to be faster especially when you consider renewable feedstock such as biomass, CO<sub>2</sub>, waste plastics.
- AVEVA is continuing to assess how it can embed sustainable principles into the development of its software, to reduce the impact of its products.

infrastructure.

Sparking industrial sustainable innovation for companies that deliver life's essentials is part of AVEVA's mission.

#### Green products

AVEVA is developing software to optimise existing operations and lower the current carbon footprint, and also to incorporate future changes. AVEVA enables customers to engineer and design faster in a more sustainable manner.

AVEVA's software supports sustainability in multiple ways. It improves operational efficiency, agility, and reliability. It connects and contextualizes key sustainability data with artificial intelligence and human insight. And it helps deliver capital projects sustainably, on time and on budget.

AVEVA software is being used to promote circularity by improving sustainable design for greenfield and brownfield projects, supporting environmental compliance and certification, enhancing asset management and optimisation, and indicating routes to decarbonisation.

AVEVA is continuing to assess how it can embed sustainable principles into the development of its software, to reduce the environmental impact of operating AVEVA's products. AVEVA joined the Green Software Foundation in 2022 and is continuing to work with the group to develop a framework that it will use internally when developing its products to ensure they limit carbon emissions from use.

AVEVA has invested in developing a methodology to better understand and baseline the energy consumption of AVEVA's products. AVEVA is expanding this testing to cover all

of AVEVA's portfolio of products and will continue to focus on this work in the coming months.

AVEVA is excited to be launching its Sustainability Accelerator, which will serve as a catalyst for deep sustainable innovation. Through this programme, AVEVA will be able to partner more closely with its Innovation team and colleagues to gain a comprehensive view of the sustainability challenges AVEVA's customers are facing.

This insight, focus and investment will propel the vendor toward the generation of new sustainability solutions that will enable customers to reach their climate targets faster.

#### CHALLENGES

Climate change is forcing the fourth industrial revolution. Limiting global warming is the biggest challenge of our time, but simultaneously, it is also the greatest opportunity. It is in AVEVA's hands to make decisions that will accelerate positive action on climate change, while building resilient global economies that drive real and lasting growth and create jobs in zero carbon sectors.

The energy transition is driving growth and innovation both through the development of new technologies and the adaptation of existing systems. Digital transformation is key to making both mitigation and adaptation a reality and to accelerating the transition to lower carbon operating models.

The International Energy Agency estimates that achieving net-zero by 2050 is going to require investment in clean energy projects and infrastructure of \$4 trillion a year by 2030, and a 15-fold increase in efficiency investments by 2026. AVEVA needs new industries, new sectors, new partnerships and







AVEVA is helping customers in faster engineering and design of new facilities and infrastructure to operations managing an extremely complex supply chain more reliably.



new technologies to meet this challenge.

Clean hydrogen is a critical enabler of achieving a net-zero economy. Analysts predict green hydrogen has the potential to expand to a \$11 trillion addressable market globally and supply up to 25% of the world's energy needs by 2050. But it will require new transportation, distribution and regulatory approach to operate successfully as an alternative fuel.

Harnessing the potential of green hydrogen could avoid up to 80 gigatons of cumulative CO<sub>2</sub> emissions by 2050, contributing to as much as 20% of total abatement required to drive the net-zero economy.

The International Energy Agency estimates that achieving net-zero by 2050 is going to require investment in clean energy projects and infrastructure of \$4 trillion a year by 2030, and a 15-fold increase in efficiency investments by 2026. The world needs new industries, new sectors, new partnerships and new technologies to meet this challenge.

#### BEST PRACTICES

Digital technologies are integral to building new sustainable industries and supply chains. An industrial enterprise looking to become more sustainable, can use trusted technologies to operate more efficiently and conserve energy across their operations. What is specific about AVEVA's industrial software is that it also provides a way to accurately baseline data and measurable evidence of progress.

AVEVA's technology supports optimisation, collaboration and identifies ways to reduce carbon emissions. AVEVA enable businesses to use energy more efficiently and ultimately to

use less energy while delivering more.

Boosting efficiency can be challenging, particularly in the absence of reliable data. This is where AVEVA play a key role, leveraging artificial intelligence, big data, and digital technologies.

From smart cities, oil and gas companies, to renewable power companies, real-life examples that showcase how AVEVA's digital technology is unlocking opportunities in the net-zero economy are spread across many industries.

#### COP28 IN UAE

COP28 UAE promises to be a milestone moment for the world to take stock of its progress on the Paris Agreement.

The industrial sector accounts for a quarter of global emissions. As AVEVA's core business is software that helps global industries drive responsible use of the world's resources, it is important for AVEVA to join COP 28 and demonstrate that the digitalisation plays a critical role in decarbonisation.

AVEVA's delegation for COP 28 will be led by CEO Caspar Herzberg and Global VP of Sustainability, Lisa Wee. AVEVA will be sponsoring the International Chamber of Commerce in the Blue Zone.

AVEVA software improves efficiency, reduces carbon emissions, minimizes waste, and boosts circularity, enabling customers to make their enterprises more sustainable. Inspiring AVEVA's customers to transform the environmental and social impacts of their business is one of the goals. AVEVA want more organisations to join the net-zero race and is convinced that COP28 is a driving force toward a more sustainable world. ■



## Rebound, e-commerce platform completes first year of operation



**Maryam Al Mansoori,**  
General Manager,  
Rebound



**In just one year, the platform has experienced rapid growth, now boasting over 210 members from 60 countries**

**R**ebound, a solution-oriented business committed to keeping plastics out of the environment and within the economy, is excited to celebrate their platform's first anniversary. In just one year, the platform has experienced rapid growth, now boasting over 210 members from 60 countries.

Since its launch on September 5, 2022, the platform has made tremendous progress in its mission to combat the global plastic waste problem while also simplifying the connection between all stakeholders in plastic waste management. Additionally, Rebound has recently soft-launched their advisory services, Rebound Solutions, to assist clients on a global scale.

The platform has successfully facilitated numerous trades, connecting buyers and sellers to the global market for materials such as rPET Flakes, rPET Pellets, rPP Pellets, and more. This connection has not only provided price transparency and quality assurance but also streamlined the trading process for all involved.

Maryam Al Mansoori, General Manager, Rebound, said, "As we reflect on our first year, we are incredibly grateful for the support and contributions of our members and partners who have played a pivotal role in our success. Together, we have made significant strides in our mission to create a circular economy for plastics. We look forward to expanding our network and continuing to drive positive change in the coming years."

With 44 members hailing from the UAE and strong international participation, Rebound has garnered a global network of innovative

individuals and organisations dedicated to creating a more sustainable future. The top five countries represented in the platform include the UAE, India, Indonesia, Malaysia, and United States.

Rebound has collaborated with an international recycler in Japan, planning to set up operations in the UAE. This partnership, which has garnered recognition from the UAE government, will further strengthen Rebound's efforts to tackle plastic pollution and enhance the plastic waste management infrastructure, by keeping plastics within the economy and out of the environment.

Additionally, Rebound is proud to have been selected as a technology pioneer in the World Economic Forum, WEF, making it the first company in the GCC to receive this prestigious recognition. This further demonstrates Rebound's commitment to driving technological advancements and sustainable practices within the industry.

As Rebound celebrates its first anniversary, the company has announced the imminent launch of its one-stop-shop version of the Rebound platform. This new version will further enhance user experience as a digitally accessible platform which provides the opportunity for all buyers and sellers to have access to trade on a global scale with ease, while also streamlining the process of connecting individuals and organisations involved in the management of plastic waste.

Rebound was established with a global mission of keeping plastics out of the environment and within the economy, to become part of the solution to reducing plastic pollution. Rebound, backed by IHC, has been founded to address these challenges through their trading platform along with their advisory services. ■

## AWS will receive renewable energy from Abdul Latif Jameel Energy

**A**WS announced that Abdul Latif Jameel, a nearly 80-year-old internationally diversified business, has selected AWS as its preferred cloud provider to power its digital transformation and drive innovation across its core sectors—mobility, energy, health, and financial services.

In addition to its agreement with AWS, Fotowatio Renewable Ventures, FRV, part of Abdul Latif Jameel Global Energy and Environment Holding Company, will provide clean energy capacity to power Amazon's operations.

As part of its focus on environmental responsibility, Abdul Latif Jameel is making progress on its decarbonisation goals by migrating its on-premises information technology, IT workloads to AWS, further reducing its carbon footprint.

Fotowatio Renewable Ventures, FRV, part of Abdul Latif Jameel Energy, will provide renewable energy from five solar projects in Spain to power Amazon's operations. With one plant already operational and the remaining four projects due for completion in 2024, the solar farms are expected to generate more than 1.5 terawatt-hours, TWh of clean energy each year, which is enough to power the equivalent of more than 400,000 European homes.

"FRV aims to drive innovation and develop solutions that can make renewable energy accessible to everyone," said Fernando Salinas, Managing Director of FRV Iberia. "This strategic collaboration with Amazon will enable us to continue contributing to the decarbonisation of the electricity sector and its independence from fossil fuels to drive economic, social, and environmental advancements for future generations."

Abdul Latif Jameel is building companywide analytics, machine learning, and generative artificial intelligence, generative AI program, powered by AWS, to rapidly develop and introduce new applications across a wide range of industries. Abdul Latif Jameel will



Fotowatio Renewable Ventures, part of Abdul Latif Jameel Global Energy and Environment Holding Company, will provide clean energy capacity to power Amazon's operations

use AWS services such as Amazon Simple Storage Service, Amazon S3 and AWS Lake Formation to ingest, catalogue, and secure financial data, making it available to all of its business units to help drive customer enhancements and process improvements.

Abdul Latif Jameel will also use Amazon Bedrock, a service that makes foundational models available via an API, to develop generative AI applications that will help car manufacturers offer digital showroom experiences for customers and enhance in-car experiences, while reducing development costs.

"Abdul Latif Jameel is undergoing a digital transformation that will help advance a long-term sustainable future," said Mo Chaara, Chief Information and Digital Officer at Abdul Latif Jameel.

"We are excited to collaborate with Abdul Latif Jameel, a company dedicated to continuous improvement and positive change, to drive innovation that will help build a greener future," said Yasser Hassan, AWS Managing Director of Commercial Sector for Middle East, North Africa, and Turkey, MENAT. ■



## Ministry of Finance and World Bank Group stage financial workshops for investors



**T**he Ministry of Finance, in collaboration with the World Bank Group's Multilateral Investment Guarantee Agency, MIGA, held two workshops at the headquarters of the Chambers of Commerce in Dubai and Abu Dhabi. Organised as part of the Ministry's efforts to enhance the business environment in the UAE, the workshops gathered government officials, and businesspeople and investors from the UAE private sector.

MIGA presented its comprehensive suite of financial products and services, including the insurance solutions and guarantees it provides to enhance credit for businesspeople and lenders to facilitate business set-up in emerging economies. It also addressed concerns regarding value and investment products, and the optimal capital obtained from financial institutions at the lowest possible cost. The workshop included a session titled Applications of innovative products: Commercial financing products and the latest renewable energy solutions.

In the two workshops, MIGA shared case studies of its projects in the Middle East and North Africa and Sub-Saharan Africa, including local national energy grids and off-grid renewable energy projects. It also discussed projects in new operational facilities in industries that rely on agricultural raw materials, water infrastructure, communications, and hotels and tourism, in countries such as Senegal, the Democratic Republic of the Congo, Liberia, Iraq, Egypt, Jordan, and Ethiopia.

A discussion then took place about the

key opportunities and challenges facing the development of businesses' goals for the next five years in the energy, communications, roads, water, and financial and banking sectors. The conversation continued to discuss the opportunities in emerging markets, and the importance of formulating business decisions based on what was previously discussed, as well as the main risks and restrictions faced while developing or operating projects.

This was followed by a chat on the solutions that MIGA provides to mitigate the risks of private investment in emerging markets, the best risk mitigation methods, along with a comparison between those methods in different regions of the world. The dialogue also addressed the importance of fair distribution of risks and benefits between governments and businesspeople, and lessons from public-private partnerships, in addition to climate action financing.

His Excellency Younis Haji Al Khoori, Undersecretary of the Ministry of Finance, expressed his gratitude for MIGA's efforts in raising awareness on opportunities to establish businesses in countries with emerging economies. He also commended MIGA's efforts to support small businesses, promote comprehensive and sustainable economic development, enable millions to access the internet, create thousands of job opportunities, and achieve a significant reduction in carbon emissions through the projects it assisted.

Ethiopia's Tafara, Vice President, Chief Risk, Legal and Sustainability Officer and Partnerships for the World Bank Group's MIGA, said: "The workshops in Abu Dhabi and Dubai helped us collate a better understanding of the private sector's needs and how to facilitate its efforts to enter emerging markets." ■

## Ooredoo first operator in the world to deploy 50GPON connectivity

**O**oredoo, Qatar's provider of ICT, has announced it is the first operator in the world to deploy 50GPON connectivity, the 50Gbps-capable fibre-based access connection for consumers.

50GPON is an innovative technology, officially adopted as the evolution standard after 10GPON by the ITU standardisation body, which enables super-fast connectivity of up to 50Gbps on a single connection, providing an unprecedented network experience to users across Qatar via Ooredoo's fibre network.

The new technology enables consumers to use high-bandwidth latency-sensitive applications such as 8k-interactive video applications, online collaboration and coordination solutions, 3D cloud design, high-graphic, high-quality AI applications and more.

Sheikh Ali Bin Jabor Al Thani, Chief Executive Officer, Ooredoo Qatar, said: "We are proud to be the first operator globally capable of deploying such powerful technology, which aligns perfectly with our overarching aim of upgrading our customers' worlds."

Ooredoo's 50GPON technology can meet the bandwidth requirements of both consumers and enterprises. Initial deployment will be for B2B customers and areas that require high-speed connectivity, with roll-out to consumers, for 8k content and AR, VR gaming, as an example – to follow.

Passive optical network, PON technology is a passive broadband access technology that uplinks and downlinks data with different wavelengths, and uses time-division multiplexing technologies for data transmission. A passive optical network uses a point-to-multipoint, P2MP topology, where a plurality of optical network units, ONUs are connected to the same PON port to save central office resources.

The ODN connecting the OLT and ONUs uses optical fibres and passive components to avoid electromagnetic interference and provide strong environment adaptability as well as easy expansion and upgrade. PON technology has been applied on a large scale due to its advantages of high bandwidth, high reliability, multi-service transmission, and low cost.

FSAN, ITU-T and IEEE have played a



**Sheikh Ali Bin Jabor Al Thani,**  
Chief Executive Officer, Ooredoo Qatar

significant role in promoting the development of PON technologies. PON developed from the first ATM PON, APON and then evolved in Broadband PON, BPON. The commercial PON technologies have experienced three generations of development, among which GPON and EPON have been commercially deployed on a large scale. At present, 10G-EPON and XG, S-PON have already matured and enter the window period of large-scale commercial use.

The first-generation GPON, EPON technology can provide 100 Mbps-capable bandwidths to users, and gradually replace the existing copper cable access technology. The second-generation 10G PON technology can provide 300 Mbps-1 Gbps bandwidth to users, which satisfies the large-scale application of 4K, 8K video services and the introduction of VR, AR services in the early stage.

The services requiring a bandwidth of more than 1G, such as extreme AR, government and enterprise access and 5G Fronthaul, Backhaul, propose higher requirements for the bandwidth and latency of PON technologies.

The next-generation PON, NG-PON following 10G PON has two development directions. The first direction is to improve the single-wavelength rate and the second direction is to increase the total rate through multi-wavelength multiplexing. ■



## Veeam achieves certification from National Information Assurance

**V**eeam Software, a vendor in data protection and ransomware recovery, announced the Veeam Data Platform has achieved Common Criteria certification from the National Information Assurance Partnership, NIAP and listing on the NIAP Product Compliant List, PCL, signifying a significant step towards reinforcing data security and ensuring confidentiality, integrity and availability of sensitive and critical information.

Common Criteria certification assures partners, customers, and governments of Veeam's commitment to quality and risk mitigation, and validates alignment with the most stringent cyber security regulatory requirements.

In turn, this provides proven competitive advantage, fosters trust, and reflects dedication to long-term viability. More than 450,000 enterprises around the world rely on Veeam to ensure cyber resilience and rapid recovery from ransomware and cyber-attacks.

Common Criteria is a gold standard in cybersecurity, a collaborative effort developed in partnership with numerous countries, including the UK, France, Germany, Canada, Netherlands, Australia, Singapore and the United States. This international endeavour combines the expertise of these nations to create a unified framework for evaluating the security attributes of IT products. It is a testament to global cooperation in the face of a common adversary: cyber threats.

"State and government agencies are deploying Veeam technologies at record levels. As they continue to be a target for cyber incidents, which threaten national security, critical infrastructure, privacy, and citizens, agencies are turning to us for the most reliable, secure and proven solutions as a trusted and preferred vendor," said Anand Eswaran, CEO at Veeam.

Combatting cyber threats requires cross-industry partnership and the Common Criteria certification is a great example of how government bodies have come together to ensure technology meets the best standards to keep organisations safe. Veeam is dedicated



**Anand Eswaran,**  
CEO Veeam Software

to working alongside partners and alliances to innovate and create a united front against cyber threats and attacks.

Attaining Common Criteria certification requires exhaustive testing, evaluation and validation. Each aspect of the product, from code lines to security mechanisms and operational functionalities, is meticulously examined to ensure alignment with exacting criteria. The demands of this certification process reflect the relentless efforts required to strengthen cyber resiliency as cyber-attacks and ransomware threats continue to accelerate.

The Veeam Data Platform delivers more advanced data security, recovery, and hybrid cloud capabilities across the entire IT environment – Multi-Cloud, Virtual, Hybrid, Physical, SaaS, M365, Salesforce and Kubernetes. Veeam Backup and Replication v12, the foundation for the Veeam Data Platform, provides best-in-class secure backup and fast reliable recovery from every cyber threat including ransomware, to keep business resilient and running.

Through this platform approach, every environment however complex, can be secured and recovered rapidly when it counts most, defeating ransomware attacks and ensuring maximum efficiency and reliability for DoD networks. Veeam Data Platform Advanced Edition pairs the expansive backup and recovery features of Veeam Backup and Replication with powerful monitoring, analytics and compliance capabilities of Veeam ONE to provide users with intelligent monitoring and observability to identify and resolve any backup or recovery problems before they begin. ■

## GoDaddy introducing Instant Video to help small business become content creators

**A**sk any entrepreneur and they will tell you that running a small business is time-consuming, but of all the things owners do, posting to social media and creating content is one of the hardest.

That is why GoDaddy, is introducing Instant Video to help small business owners become confident content creators. Instant Video is a new AI-powered feature within the GoDaddy Studio app that can quickly and easily meet the growing need for video-based digital marketing and social commerce, all at no additional cost.

GoDaddy Studio already provides all of the resources entrepreneurs need to create beautifully designed content for websites, social media, marketing and more. With thousands of templates to choose from, small business owners can create branded and professional assets for use across their social platforms, website, and email marketing to drive customer engagement and sales.

“Branded video marketing is key to standing out online and GoDaddy Studio’s AI-powered Instant Video makes it easy for small business owners to create social media and video content quickly, without the need to be tech-savvy,” said Laka Sriram, Vice President of Product Management for GoDaddy.

“By using the latest technology, entrepreneurs will now be better equipped to maximise social media platforms’ algorithms, which favours videos, and increase engagement to grow their business.”

With the addition of AI, GoDaddy Studio customers will now be able to choose the most relevant video style and create and post watermark-free, influencer-quality videos, acting as the perfect companion for social media promotion, product demos, tutorial videos, and more. The app also uses AI to auto-generate slogans based on the video clips or images users upload.



No prior design experience is required, with tools available for seamless plug-in of both entrepreneur-owned video and photos, along with content available in GoDaddy Studio’s built-in library. Exporting the video is simple and can be done directly from the Instant Video editor.

Creators can produce videos that convey their unique brand personality by using royalty-free music through a partnership with Melodie – meaning all music available within GoDaddy Studio is created by small, independent artists and supports musicians around the world.

Also new within GoDaddy Studio: Entrepreneurs looking to expand their online presence can now purchase a domain name directly within the app and add a free version of Website Builder, and have the ability to upgrade to a matching email address.

GoDaddy Studio PRO users will have additional access to stock photos and videos within the GoDaddy Studio library. Entrepreneurs are encouraged to experiment with included licensed music and pre-designed transitions, adding brand logos, colours, and fonts alongside millions of available graphics and stickers to heighten social media engagement.

GoDaddy Studio’s new features are available now exclusively in the GoDaddy Studio app for iOS and Android. ■



## Software-defined vehicles call for centralised IT and electronic architecture says Bosch



**S**oftware is the future of mobility. Bosch expects sales of 3 billion euros in 2026 from computers for driver assistance and infotainment alone. Overall, business developments for Bosch are positive, even though the environment remains volatile and challenging. In the mobility business sector, sales are expected to grow by 10% in 2023, after adjusting for exchange-rate effects. This growth includes price effects, but also marked volume increases.

As part of this effort, the company is reorganising its mobility business sector effective January 1, 2024. This will strengthen cross-divisional collaboration. Bosch employs 38,000 software developers in its mobility operations alone – more than any other company in the automotive industry.

“In the software-defined future of mobility, it is not only hardware that will be vital, but the interaction of software from various sources as well,” Hartung continued. More than ever, Bosch is also positioning itself as a software company for mobility, while at the same time further developing its hardware expertise.

Software-defined vehicles call for a new, centralised IT and electronic architecture. Bosch is one of the few companies that is developing this architecture and that knows how to control the interaction between automotive electronics and the cloud. The company offers hardware-agnostic software that runs on chips made by different manufacturers.

One result of this is special middleware for driver assistance and automated driving systems, which also helps decouple software and hardware. Vehicles in which software is the starting point of design and development can give drivers a personalised, digital driving experience. New functions in areas such as driver assistance can be added to the car over the air via software updates.

“We have gotten used to constant updates on our smart devices. Cars, too, should be able to receive new functions at any time, regardless of any facelifts or model changes. With Bosch solutions for automotive software, cars will be capable of more,” said Dr Markus Heyn, Member of the Board of Management and Chairperson of the Mobility business sector.

Software is the key to further enhancing convenience and sustainability. In electric cars, for example, software facilitates connected energy and thermal management, thus reducing battery charging time by up to 20%.

The electromobility business is developing well for Bosch. The company is on track to achieve sales of 6 billion euros in 2026. Even last year, Bosch was able to increase its output of components for electric cars by some 50%. In 2023, production of electric motors alone will double.

Bosch software plays a key role in the wider electromobility industry as well; for example, in automated battery recycling systems. Not only is software able to identify the origin and condition of batteries, but by guiding users through process steps, it also enables quick and safe disassembly of battery packs. ■

## MMEC Mannesmann, Linde partner to provide Manual Hydrogen Refuelling Station in Dubai

The CEO of MMEC Mannesmann, Eng Anas Aljuaidi, and Linde, represented by Head of Cluster Middle East and Türkiye, Steffen Richter, have signed an agreement at ADIPEC 2023 for the supply and operation of a Manual Hydrogen Refuelling Station in Dubai. The event, held under the patronage of His Excellency Mr. Alexander Schoenfelder, the German Ambassador to the UAE, marks the latest collaboration between the two companies in advancing the hydrogen mobility revolution in the UAE.

Last June, MMEC and Linde signed a contract for the supply of a compact Hydrogen Refueling Station (HRS) in Masdar City.



The units in Abu Dhabi and Dubai will provide Energy for Fuel Cell Electric Vehicles during the COP28 event, further solidifying the UAE's role as a pioneer in the promotion and commercial use of hydrogen energy.

MMEC Mannesmann LLC is an Emirati technology integrator and EPC Contractor with German origins, tracing its heritage to

MMEC Mannesmann GmbH, a global leader in engineering, procurement, and construction (EPC) with more than 130 years of experience in executing complex projects in the energy, oil & gas and petrochemical industries. This expertise covers the entire cycle, from early project development, feasibility studies, including hydraulic and case studies, conceptual and basic design, front-end engineering design, to the implementation of turnkey projects. MMEC's objective is to align itself with and support the UAE's Visions 2030 and 2050, becoming a major regional player in energy transformation, sand stabilization, and green hydrogen.

## Mubadala Energy announces major commitment by planting 100,000 mangroves a year until 2030

Mubadala Energy, the Abu Dhabi-based international energy company, has announced a major commitment to enhancing the role of nature – based solutions by planting 100,000 mangroves a year until 2030. The company is one of the first to join forces with the Environment Agency Abu Dhabi (EAD) and its Abu Dhabi Mangrove Initiative to accelerate conservation and research efforts around mangroves, supporting the UAE's net zero goals and the Mangrove Alliance for Climate (MAC).

The ADMI Partner's Pledge signed by Mubadala Energy establishes a framework to help conserve and restore mangroves and other blue carbon ecosystems in the UAE and globally. It aims to recognize the huge impact of nature-based solutions that



these ecosystems provide, while helping accelerate their conservation and restoration through science-backed research and innovation.

Mubadala Energy has a track record of supporting coastal conservation in the UAE and Indonesia through restoration and research efforts. However, this important scaling up of the company's activities will have a material impact in contributing to the UAE's commitment to plant 100 million mangroves by 2030.

Mubadala Energy has set out a clear strategy to pursue new energy sectors and low carbon solutions in support of the energy transition while also driving decarbonization across its operations. This latest commitment follows recent agreements with Masdar, Pertamina and PARCO to explore collaboration on decarbonization and energy transition, Carbon Capture Utilization and Storage (CCUS) and the circular economy, respectively.



## ADIPEC honours pioneers from UAE, Malaysia, Israel, USA, UK accelerating energy transition

The ADIPEC Awards 2023 has honoured eight pioneering projects, companies and individuals who are driving transformative change across the global energy system. The winners represent companies and individuals from the United Arab Emirates, Malaysia, the United Kingdom, Israel, and the United States.

Held under the theme, 'Leading the Transformation', the 13th ADIPEC Awards Ceremony recognised outstanding achievements within the wider energy sector and celebrated global innovators in their pursuit of net-zero emissions, decarbonisation and an equitable energy

Leader of Change – Passionate Driver of Progress Award honoree, Professor Ernest J. Moniz, CEO



of the US-based Energy Futures Initiative is a leading voice on energy innovation pathways and international security matters. Professor Moniz has worked across academia, research, government, and the non-profit sector to amplify and elevate climate mitigation and clean energy in government and the scientific community.

Meanwhile, the Young

Changemaker of the Year Award – was given to Lee Kian Seng, Product Manager, Technology Digital Solutions at PETRONAS, Malaysia. Seng has been driving transformative changes across various roles in PETRONAS, leading big-data analytics projects in the domain of production yield optimisation, energy optimisation and plant start-up execution.

## Mai Dubai introduces electric vehicles into delivery fleet to be used for COP28 conference

Mai Dubai, the UAE's leading bottled water company, has taken a pioneering step towards sustainability by becoming the region's first beverage company to officially incorporate an Electric Vehicle truck into its delivery fleet. Admiral Mobility, in collaboration with Farizon Commercial Group, officially handed over the EV truck to Mai Dubai at a ceremony held at its factory, in the presence of Abraham Kah, CEO of Mai Dubai, Fan Xianjun, CEO of Farizon New Energy Commercial Vehicle Group and Abby Thomas, Director of Admiral Mobility.

This significant accomplishment is in line with Mai Dubai's goal of lowering



carbon emissions and the UAE's commitment to sustainable development, especially as the country prepares to host the prestigious COP28 conference in November 2023. As part of

its continued commitment to sustainability, Mai Dubai will support the conference by delivering drinking water in glass bottles using the recently launched electric truck.

## Over 40 global ministers and 120 CEOs address global energy transition at ADIPEC 2023

More than 40 ministers and 120 leading energy industry executives from across the world, came together in Abu Dhabi for ADIPEC 2023, where they will demonstrate progress, share strategies and spark innovative solutions needed to accelerate decarbonisation and the energy transition.

Hosted by ADNOC, ADIPEC 2023 is the world's largest energy industry gathering, which took place in Abu Dhabi from 2-5 October under the theme of 'Decarbonising. Faster. Together.' It brought together more than 160,000 attendees from 160 countries, across the global energy industry, to collaborate to decarbonise today's energy system and partner to build the energy system of tomorrow.

Tayba Al Hashemi, Chair



of ADIPEC 2023 and CEO of ADNOC Offshore, said: "By 2030, the world will be home to an additional half a billion people, demanding more energy every year. At the same time, the global challenge of climate change calls for urgent, game-changing solutions to eliminate emissions. Every government, industry, business and individual has a role to play in decarbonising quicker, and creating the future of energy, faster, while safeguarding energy security and ensuring nobody is

left behind.

Through its 10 strategic and technical conferences, ADIPEC addressed how the energy industry can respond to critical industry challenges including eliminating methane emissions by 2030; phasing out carbon emissions to reach net zero by 2050; assuring energy security and clean energy investment flows in the global south; and scaling decarbonisation technology and clean energies to achieve carbon neutrality.

## HIMA collaborates with NAO-Energy to provide control solutions for Tengiz site in Kazakhstan

HIMA, a global leader in safety automation solutions, entered a strategic partnership with NAO-Energy LLP in Kazakhstan to provide cutting-edge wellhead control solutions for a large-scale project at Tengiz Site in Kazakhstan.

Tengizchevroil, a pioneer in the energy industry, has embarked on an ambitious mission to enhance wellhead control and ensure the highest levels of safety and efficiency at its Tengiz Site. As a vital component of this mission, HIMA and NAO-Energy LLP will deploy 11 Wellhead Control Panel (WHCP) solutions, each comprised of innovative components. These include HIMA's advanced safety automation technology,



Rockwell's Allen-Bradley equipment, and Hydro-Pneumatic Systems. These systems will be seamlessly integrated within Remote Instrument Enclosure Shelters.

The collaboration between HIMA and NAO-Energy LLP will promote innovation, safety and efficiency at the Tengizchevroil's

Tengiz Site. It will also establish new benchmarks for wellhead control solutions in the energy industry. In addition, this partnership will have a substantial impact on local content efforts, safety, and oil production at the Tengiz Site.

By bringing together the strengths and extensive expertise of two industry leaders, this partnership will ensure the successful completion of this large-scale project. The companies will work together to implement value-added solutions that deliver excellence in efficiency and put safety first, which perfectly aligns with Tengizchevroil's commitment to the highest industry standards.



## Dubai Land Department launches digitised Munaqasat to regulate tendering process

Dubai Land Department through the Real Estate Regulatory Agency announced the launch of 'Munaqasat' service, designed to regulate tendering processes for all matters related to services and maintenance for the jointly owned property sector. This new service will enhance transparency in the sector and ensure top-quality services at competitive prices.

This move supports the ongoing transformation of the real estate sector and is in alignment with Dubai Land Department's strategy to provide proactive real estate services through an integrated digital infrastructure.

Munaqasat, which is part of the 'Mollak' system, contributes to the comprehensive management of jointly owned property in

Dubai, facilitating and simplifying the tendering process, and establishes a direct link between jointly owned property companies and service providers. These processes are under the complete supervision and regulation of the Real Estate Regulatory Agency, ensuring the prompt delivery of required services and the timely payment of associated fees.

The fully digitised Munaqasat service is in line with Dubai's Digital Strategy, and enhances the provision of accurate budgets for service fees and maintenance work, in addition to elevating the quality of these services. This, in turn, encourages healthy competition among suppliers and fosters transparency between owners' committees, owners



**HE Eng Marwan bin Ghalita**  
CEO, Real Estate Regulatory Agency, RERA

and service providers, ultimately enhancing the overall satisfaction of residential communities.

HE Eng Marwan bin Ghalita, CEO of Real Estate Regulatory Agency at RERA, emphasised that the launch of Munaqasat builds on Dubai Land Department's continuous efforts to bolster the readiness and sustainability of the real estate sector.



Allurion Technologies, unveiled Coach Iris, a new generative AI-powered health coach designed to enhance outcomes within the Allurion Program and maximize clinic efficiency, which will be available to all Allurion partner clinics across the UAE that subscribe to the Allurion Virtual Care Suite VCS+ or VCS Custom plans. Built in close collaboration with leading global weight-management professionals and Allurion's behavioral scientists,

## Allurion Technologies launches Coach Iris, a generative AI-powered health coach

Coach Iris is intended to instantly expand the care team by providing always-on support, education, and motivation.

Allurion is committed to offering new digital tools and services to enhance weight loss results and satisfaction. Delivered via the Allurion App, the company believes that Coach Iris can serve as a powerful complement to care providers, empowering patients with 24/7 access to personalized support and guidance. Upon launching the Allurion App, patients are free to initiate a conversation with Coach Iris on a broad range of health and weight-loss topics. For example, patients can ask for tailored meal plans, recipes, exercise routines, stress management techniques, and

motivational insights.

Allurion prioritizes accuracy and safety for a diverse set of consumers. "By designing Coach Iris to solve the specific needs of consumers seeking weight loss, we anticipate increasing the accuracy of Coach Iris by reducing the risks of potentially inaccurate edge cases, and also ensuring that appropriate safety and review mechanisms are in place," said Jeff Feldgoise, Allurion's Senior Vice President of Digital.

In addition to responding to patient requests, Coach Iris is designed to proactively reach out to ensure patients remain actively engaged in their weight loss program, leading to longer-lasting commitment and more successful outcomes.

## Dubai Trade eliminates 12.74M physical visits at Jebel Ali Port, Dubai Customs, Jafza

Dubai Trade, Dubai's leading integrated digital trade and logistics platform, has achieved a significant milestone in H1 2023 by saving 12.74 million physical visits through its digital offerings for Jebel Ali Port, Dubai Customs and Jafza as well as other services.

These digital transactions have not only improved efficiency across the trade and logistics ecosystem but contributed to environmental conservation by eliminating the physical exchange of over 42.47 million documents, translating to a reduction of 3.82 million pounds of CO2 emissions, equivalent to removing 347 cars off the road annually.

Mohamed Ahmed AbuHamra,

Chief Operating Officer Dubai Trade at DP World GCC, said: "As the digital trade arm for DP World GCC, we are deeply committed to sustainability and believe that every reduction in emissions counts. DP World's vision is to facilitate smarter trade for a brighter future, and our vision resonates closely with the UN's 2030 Agenda and the Sustainable Production and Consumption Framework.

Dubai Trade's commitment to digitalisation has led to considerable energy savings. By reducing physical documentation and paper printing, Dubai Trade has achieved an energy impact equivalent to 5,410



million British Thermal Units (BTU), enough to power 6,440 residential refrigerators annually. Additionally, the platform's digital trade solutions have saved approximately AED 9.34 million in paper and printing costs.

By streamlining such processes, Dubai Trade enables customers to focus on higher-value work, which in turn significantly boosts productivity.

## Union Atlas launched to facilitate information exchange between local authorities and institutions

The Federal Geographic Information Center has announced the launch of the first of its kind Union Atlas in the UAE. The project aims to ensure the availability of reliable geospatial and statistical information to all members of society, and federal, governmental and private entities in vital sectors in the UAE, strengthening the country's leading position as a vital economic center.

The Union Atlas provides an integrated database which enables entities to conduct scientific research and studies related to social, economic, and geographical fields. It also facilitates the process of exchanging information between various authorities to enhance their operational performance, thereby driving the UAE's



comprehensive development.

His Excellency Dr. Khalifa Mohammed Thani Al-Romaithi, Chairman of the Board of Directors of the Federal Geographic Information Center, said: "The Union Atlas is one of the highly innovative and transformational projects that was launched with the aim of providing interactive maps, reliable and updated data, and performance indicators that enhance the business growth of various vital sectors.

His Excellency Hamed Khamis Al Kaabi, Director General of the

Federal Geographic Information Center (FGIC), said: "The launch of this significant national project comes in line with our commitment to strengthening the UAE's leading position in the field of geographic and geospatial data. The Union Atlas will serve as an integrated platform that empowers all stakeholders in the public and private sectors in the UAE by providing them with geospatial information to be utilized in planning, research studies, and the implementation of major initiatives and projects."





# A UAE PERSPECTIVE ON TRANSFORMING UTILITIES

In an exclusive interview with Professor Dr. Tadhg O'Donovan, Deputy Vice Principal for Academic Leadership at Heriot-Watt University Dubai, we delve into the intricate landscape of the United Arab Emirates' UAE power and utilities sector. Discover how this dynamic region is spearheading the transformation of utilities to align with sustainability goals, reduce carbon emissions, and minimize environmental impact.

**T**he transformation of power and utilities in the UAE is a testament to the region's commitment to sustainability. Dr. Tadhg O'Donovan sheds light on the key factors driving this transformation and how innovative technologies, regulatory policies, and incentives are shaping the future of energy production and distribution.

## ALIGNING POWER AND UTILITIES WITH SUSTAINABILITY

Sustainability is at the forefront of the UAE's energy strategy. Three pivotal factors underpin the transformation of the utilities sector: green policies and regulations, consumer demand for sustainable solutions, and the decreasing

cost of renewable energy. The UAE is making a monumental shift from traditional natural gas power generation to embracing renewable energy sources like solar power.

The International Renewable Energy Agency (IRENA) data from 2018 revealed that the UAE had more than twice the renewable energy capacity of all other Gulf Cooperation Council (GCC) countries combined. It is the only GCC nation to commit to a specific renewable energy target as part of the Paris Agreement.

## DRIVING TRANSFORMATION WITH INNOVATIVE TECHNOLOGIES

Innovation is the linchpin of the UAE's



## **PROFESSOR DR. TADHG O'DONOVAN,**

Deputy Vice Principal for  
Academic Leadership at  
Heriot-Watt University Dubai

sustainability agenda. Rapid technological progress and cost reductions in renewable energy generation have paved the way for groundbreaking changes. The UAE's elevation in the United Nations' Technology and Innovation Report is a testament to its readiness to adopt cutting-edge green technologies. The Ministry of Industry and Advanced Technology (MoIAT) plays a pivotal role in driving this progress.

An exemplar of innovation is the Advanced Energy-Efficient Desalination Pilot Project developed by Masdar in Abu Dhabi, focused on seawater desalination powered by renewable energy. The UAE has also seen advances in Green Building regulations, Efficient Appliances, Efficient Street Lighting, Solar Programs, and Efficient vehicles. National initiatives like the Technology Transformation Program and Industrial Technology Transformation Index have solidified the UAE's status as a global innovation hub for sustainability.

### **THE ROLE OF REGULATORY POLICIES AND INCENTIVES**

Regulatory policies and incentives are essential drivers

for adopting sustainable practices in power and utilities. Governments can catalyze clean energy adoption through tax credits, investments in renewable energy projects, and regulations mandating sustainability goals. The UAE has placed sustainability at the heart of its long-term vision, including UAE Vision 2021, Dubai 2040 Urban Master Plan, UAE Green Agenda 2015-2030, the Paris Agreement, and the UN Sustainable Development Goals (SDGs).

The Technology Innovation Institute in Masdar City is home to the Renewable Energy and Sustainability Research Center (RESRC), furthering research in sustainable energy, energy storage, bioenergy, fuel cells, energy analysis, system design, and modeling.

### **CHALLENGES AND OPPORTUNITIES OF RENEWABLE ENERGY**

While renewable energy offers immense potential for sustainability, it comes with challenges. High initial installation costs, energy storage requirements, and the need for infrastructure upgrades are among the hurdles. The UAE is actively addressing these challenges to ensure a smooth transition to renewable energy sources.

**Empowering Sustainability with Smart Grids and Advanced Metering**

The integration of smart grids and advanced metering systems plays a vital role in sustainable power and utilities operations. They enhance the efficient integration of renewable energy sources into the power grid, aligning energy demand with supply. Smart grids offer enhanced monitoring capabilities, enabling better

management of energy demand while enabling bi-directional energy flow, paving the way for prosumers who both consume and produce renewable energy.

### **PROMOTING ENERGY CONSERVATION AND EFFICIENCY**

Utility companies play a crucial role in encouraging energy conservation and efficiency among consumers while advancing sustainability goals. The Dubai Electricity and Water Authority (DEWA) showcases the CO<sub>2</sub> savings that consumers can achieve through energy-efficient practices, fostering awareness and commitment to sustainability. DEWA publishes an annual sustainability report to inform and engage consumers in the journey toward Dubai's Clean Energy Strategy 2050.

Collaboration between organizations in the electricity and water sectors, such as EtihadWe and DEWA, is instrumental in achieving energy security, sustainability, and efficiency. Globally, many suppliers are offering differential tariffs to incentivize energy conservation among consumers, reinforcing the shift towards a more sustainable future.

The UAE's transformation of power and utilities stands as a shining example of how a region can align its energy sector with sustainability goals. Through innovative technologies, forward-thinking regulatory policies, and the dedication of utility companies, the UAE is making remarkable strides in reducing carbon emissions and environmental impact. As the world grapples with the urgent need for sustainability, the UAE serves as a beacon of hope and a source of inspiration for nations across the globe. ■





# EMPOWERING BUSINESS SUCCESS IN THE UAE - AN IN-DEPTH EXPLORATION

Explore the tailored services and unwavering support provided to startups, SMEs, and global manufacturing leaders looking to establish their businesses in the UAE.

**I**n a recent exclusive interview with Ramy Jallad, CEO of RAKEZ, one of the United Arab Emirates' leading economic zones, we delved deep into the diverse array of services and support tailored to startups, SMEs, and global manufacturing players looking to establish their businesses in the UAE. RAKEZ's strategic initiatives have earned it a reputation as the ultimate launchpad for success in the region. In this feature, we explore the services and support RAKEZ offers to businesses in the UAE, its commitment to ensuring compliance with UAE regulations, the key advantages that make it

an attractive choice for multinational companies and investors, and the collaborative environment provided by RAKEZ Compass Coworking Centre.

## SERVICES AND SUPPORT FOR YOUR BUSINESS IN THE UAE

Starting a business can be an overwhelming endeavor, particularly for startups. RAKEZ recognizes this challenge and aims to make the process as smooth as possible. The comprehensive business setup services offered by RAKEZ include an innovative instant license option, allowing entrepreneurs to launch their businesses in just five minutes. This is a game-changer for startups,



**RAMY JALLAD,**  
Group CEO, RAKEZ

enabling them to hit the ground running.

RAKEZ also assists in selecting the right license type, guides businesses through regulatory approvals, and provides support at every step. This level of support ensures that entrepreneurs can focus their energy on bringing their business ideas to life. Additionally, RAKEZ has digitized many of its processes to further streamline this journey.

For SMEs, the need for flexible solutions that can adapt to their changing needs is crucial. RAKEZ has the answer with a range of facilities, including coworking spaces, shared workstations, private offices, and warehousing options. These spaces are highly customizable, ensuring that SMEs have the ideal environment to grow and expand their operations.

Global manufacturing players find a welcoming home at RAKEZ, with cutting-edge industrial facilities, tailored

logistics solutions, and customized industrial zones in strategic locations. RAKEZ's access to regional and global markets makes it the perfect destination for manufacturing businesses. Moreover, RAKEZ offers financial services, including assistance with banking and tax-related matters, simplifying the operations of these companies in the UAE.

Visa and immigration services are a crucial component for all types of businesses. RAKEZ assists in obtaining visas for business owners, employees, and their families, ensuring that the talent required to drive growth can be easily recruited and retained.

In addition to these services, RAKEZ's dedicated customer support team is available to address queries, resolve issues, and provide guidance whenever needed. This hands-on approach demonstrates their commitment to their clients' success.

Networking opportunities are equally important, and RAKEZ has recognized this. The organization hosts regular events and workshops, creating a platform for businesses to connect, collaborate, and gain valuable insights. This networking environment fosters innovation and growth, which is essential for business success.

#### **ENSURING COMPLIANCE WITH UAE REGULATIONS**

Compliance with UAE regulations is a fundamental aspect of doing business in the region. RAKEZ takes this seriously and has implemented a comprehensive approach to ensure that businesses setting up in the UAE through their services remain in full compliance with the rules and regulations of the United Arab Emirates.

RAKEZ begins by offering expert guidance during the business setup process. Experienced professionals assist clients in selecting the appropriate license type and guide them through the various regulatory approvals. This initial step establishes a strong compliance foundation from the outset.

Moreover, RAKEZ keeps a vigilant watch on the ever-evolving UAE regulations. Their dedicated legal and compliance experts stay up-to-date with any changes or additions to the legal framework. This proactive approach allows them to promptly inform their clients of any necessary adjustments to their operations to remain compliant.

To further support compliance efforts, RAKEZ organizes regular compliance workshops and training sessions. These programs educate their clients about the most recent compliance standards and best practices. By equipping clients with knowledge, RAKEZ empowers them to proactively adhere to UAE regulations.

Furthermore, RAKEZ's close relationships with government authorities play a vital role in ensuring compliance. Their extensive experience and strong connections with various government bodies enable them to expedite approvals and effectively address compliance concerns. RAKEZ acts as a bridge between their clients and the government, facilitating smooth interactions and minimizing the risk of non-compliance.

#### **RAKEZ AS A LAUNCHPAD FOR YOUR SUCCESS**

RAKEZ stands as a beacon of opportunity for multinational companies and investors seeking





RAKEZ serves as a beacon of opportunity, empowering businesses to thrive in the UAE and beyond, offering a strategic launchpad to success.



a strategic launchpad for success in the UAE and beyond. Their unique blend of advantages and specialized support has positioned them as a preferred choice for businesses of all scales.

One of the primary advantages of RAKEZ is its strategic location within the UAE. Nestled in the heart of the Gulf region, RAKEZ provides easy access to a market of over 2 billion consumers. This makes it an ideal base for companies with global ambitions. The proximity to major ports and international airports further streamlines logistics and supply chain operations, reducing time and costs for businesses.

Moreover, RAKEZ boasts a regulatory environment that is both business-friendly and transparent. They have a reputation for efficient, digitized processes, which minimizes unnecessary red tape. Multinational corporations, SMEs, and startups alike benefit from their simplified licensing procedures and swift approvals.

RAKEZ's team of business development experts is at the core of their support ecosystem. They serve as invaluable setup advisers, providing guidance, tailored advice, and personalized solutions to navigate the details of setting up and scaling operations in the UAE. From choosing the right type of license to understanding local compliance requirements, RAKEZ's team is dedicated to simplifying the process for their clients.

Additionally, RAKEZ has created a dynamic ecosystem that connects businesses to like-minded professionals, service providers, suppliers, and the entire supply chain.

This collaborative environment fosters growth, innovation, and exceptional customer service. Entrepreneurs find themselves seamlessly integrated into a network of opportunities, further propelling their ventures towards success.

#### **RAKEZ COMPASS COWORKING CENTRE**

RAKEZ Compass Coworking Centre is a thriving hub where professionals from various industries come together to work, network, and collaborate. The dynamic and open workspace environment naturally fosters collaboration among its diverse community members.

Entrepreneurs and business professionals who choose to work from Compass gain several benefits. Firstly, they have access to a vibrant community of like-minded individuals and businesses, creating ample opportunities for networking and idea exchange. The centre also hosts regular events, workshops, and seminars that encourage interaction and knowledge sharing.

The flexibility of the coworking space allows professionals to adapt their workspace as needed. Whether it's a private office, a shared desk, or a meeting room, they can choose the setting that suits their work style. This adaptability promotes productivity and comfort.

Additionally, Compass provides access to modern amenities, including open workspaces, private offices, meeting rooms, event venues, a lounge, a fun area, a dedicated women's area, and a cafe. These amenities ensure that professionals have the resources they need to work efficiently. ■



# INNOVATIONS IN ENERGY TRANSFORMATION

SunMoney embarks on a remarkable exploration of how the power and utilities industry aligns with sustainability goals, embraces innovative technologies, navigates regulatory landscapes, and seeks to empower individuals and communities in the pursuit of a brighter tomorrow.

**I**n the November 2023 issue of Business Transformation Magazine, we explore the dynamic landscape of energy transformation and its alignment with sustainability goals. This journey takes us through innovative technologies, regulatory policies, challenges, opportunities, and strategies employed in the power and utilities sector. We also delve into the pivotal role of renewable energy sources, the integration of smart grids, and the impact of advanced metering systems. Gabor Eisenbart, Owner & Founder of SunMoney Solar Group, shares insights into this transformative journey.

## ALIGNING POWER AND UTILITIES TRANSFORMATION WITH SUSTAINABILITY GOALS

The pursuit of sustainability in power and utilities calls for a multifaceted approach. At the heart of this transformation is the adoption of renewable energy sources, such as solar, wind, and hydroelectric power. These sources harness natural phenomena to produce power, significantly reducing reliance on fossil fuels, a major contributor to greenhouse gas emissions. SunMoney Solar Group, led by Gabor Eisenbart, is leading the way in democratizing access to solar investments through their SDBN token





**GABOR EISENBART,**  
Owner, CEO, Member of the  
Board, SunMoney Solar Group



Migrating core business processes from on-premises environments to the cloud requires a proven methodology to reduce associated risks.



family. This approach not only makes renewable energy more accessible but also empowers individuals to participate in the green economy, fostering a sense of collective responsibility toward our environment.

Energy efficiency practices play a critical role in power generation and distribution. Optimizing operational procedures, upgrading equipment to more efficient versions, and employing technologies to reduce energy loss during transmission enhance the overall efficiency of the system.

In this journey, digital technologies like blockchain emerge as a game-changer. Blockchain ensures secure, transparent, and decentralized transactions in the power and utilities sector. SunMoney Solar Group is integrating blockchain technology for future settlement and record-keeping systems, showcasing its potential in driving sustainability.

#### INNOVATIVE TECHNOLOGIES DRIVING SUSTAINABILITY

The transformation of power and utilities is being powered by a host of innovative technologies. Smart grid technologies enable real-time monitoring and control of energy use, enhancing efficiency and load management. Advanced metering infrastructure (AMI) empowers consumers and utilities with

detailed usage data, enabling informed decision-making regarding energy consumption.

Energy storage technologies, including batteries and thermal storage, are instrumental in integrating intermittent renewable energy sources like solar and wind into the grid. These technologies store excess power during peak production periods and release it when demand is high or production is low, enhancing grid reliability.

Blockchain technology is a revolutionary innovation. It provides a secure platform for energy trading, facilitating peer-to-peer energy transactions. SunMoney Solar Group uses blockchain for future settlement and record-keeping systems in their solar investment program, illustrating the potential of this technology in driving sustainability.

#### THE ROLE OF REGULATORY POLICIES AND INCENTIVES

Regulatory policies and incentives are pivotal in promoting sustainable practices in the power and utilities sector. Government policies that mandate a percentage of power to be generated from renewable sources drive the transition toward cleaner energy. These policies, known as renewable portfolio standards (RPS), encourage utilities to invest in renewable energy projects, hastening the shift away from fossil fuels.

Financial incentives, such as tax credits, grants, and subsidies for renewable energy projects, make such projects more financially viable. These incentives attract private sector investment and foster innovation in the sector. Regulations enforcing energy efficiency standards for appliances and



In the pursuit of a sustainable future, our power lies not only in harnessing the forces of nature but in our commitment to innovation, regulation, and a collective responsibility toward our environment



buildings significantly reduce energy consumption.

#### **CHALLENGES AND OPPORTUNITIES OF RENEWABLE ENERGY SOURCES**

Renewable energy sources present both challenges and opportunities in the transformation of the power and utilities industry. On the positive side, they offer an abundant, clean, and often cost-competitive alternative to fossil fuels. This not only reduces greenhouse gas emissions but also protects against volatile fossil fuel prices, creating a more stable energy market.

However, renewable sources like solar and wind are variable, producing power intermittently based on weather conditions. This can pose challenges for grid stability and reliability. To address this, energy storage technologies and smart grid solutions are employed. These solutions store excess power and smooth out production fluctuations. SunMoney Solar Group, through its community program, demonstrates that embracing renewable energy does not mean sacrificing profitability. They are maximizing profits while reducing environmental impact, proving that environmentally friendly practices can be financially rewarding.

#### **THE ROLE OF SMART GRIDS AND**

#### **ADVANCED METERING SYSTEMS**

The integration of smart grids and advanced metering systems significantly contributes to more sustainable power and utilities operations. Smart grids use digital communication technology to detect and react to local changes in usage, improving reliability, resilience, and efficiency in electricity distribution. They also enable the integration of distributed energy resources, including renewables and energy storage, into the grid, reducing reliance on centralized power plants.

Advanced metering systems provide detailed data about power usage, enabling more efficient energy resource management and overall consumption reduction. They also empower consumers to make informed decisions about their energy consumption and encourage energy-saving behavior.

#### **PROMOTING ENERGY CONSERVATION AND EFFICIENCY**

Utility companies employ various strategies to promote energy conservation and efficiency among consumers while advancing sustainability objectives. These strategies include offering incentives for energy-efficient appliances and practices, providing tools for consumers to monitor and control their energy use, and implementing demand response programs.

Demand response programs encourage consumers to reduce energy use during peak times, often in exchange for financial incentives. This not only reduces strain on the grid during peak demand periods but also encourages consumers to shift their energy use to times when renewable energy production is high. ■









# BOLLYWOOD STAR KATRINA KAIF IS ETIHAD'S BRAND AMBASSADOR

Etihad Airways, the national airline of United Arab Emirates, announced its partnership with Bollywood superstar Katrina Kaif as the new brand ambassador. This collaboration marks an important milestone as Etihad strengthens its presence in the Indian market and reunites with one of India's celebrated Bollywood stars. Katrina Kaif, renowned for her global appeal and elegance, embodies the commitment to excellence as she reunites with Etihad.

The new partnership builds on Katrina's collaboration with Etihad in 2010 when she was featured as a discerning traveller showcasing Etihad's travel experience. Her prior partnership showcased her appreciation for the airline's commitment to comfort and service. Returning to partner again, Katrina and Etihad are showcasing Etihad's strengthening relationship with Indian communities, domestically and in global markets such as United States and United Kingdom, and Canada.



**Nelly Boustany,**  
Chief HR Officer,  
Network International

## Nelly Boustany moves from SAP to Network International as Chief Human Resources Officer

Network International, announced the appointment of Nelly Boustany as Chief Human Resources Officer. In her new role, Nelly will oversee the Group's human resourcing functions across the Middle East and Africa region and lead the development and implementation of the Group's human resource strategy and programmes.

Nelly is a seasoned HR executive with over two decades of rich HR leadership experience with reputed global organisations in the MENA region including Siemens, Nokia Networks and SAP, where she has effectively contributed during phases of business transformation, strategic expansion, efficiency improvement, and mergers and acquisitions.

Nelly is recognised as a thought leader and public speaker on the subjects of future of work and HR digital transformation.



**Yasser Al-Dhaheer,**  
Director of Human  
Resources, Six Senses  
Southern Dunes

## Six Senses Southern Dunes, part of Red Sea Project, appoints Yasser Al-Dhaheer as Director of HR

Six Senses Southern Dunes, the first property set to open in Saudi Arabia's Red Sea Project, which will open its doors in late 2023, is thrilled to announce the promotion of Yasser Al-Dhaheer to the role of Director of Human Resources.

Yasser has been an integral part of the team, leading the Human Resources department with diligence and expertise throughout the pre-opening phase and beyond. His exceptional dedication and remarkable results have made him a standout talent within the Six Senses family.

Yasser's educational background in Engineering and his experience in the Finance Department have provided him with a solid foundation to excel in his role. His previous experience in leading international five-star hotels in various locations has given him a deep understanding of the labor market's demands.



**Taleb Alharbi,**  
Resort Manager,  
Six Senses Southern Dunes

## Six Senses Southern Dunes, part of Red Sea Project, appoints Taleb Alharbi as Resort Manager

Six Senses Southern Dunes, the first property set to open in Saudi Arabia's Red Sea Project, which will open its doors late 2023, is thrilled to announce the promotion of Taleb Alharbi as Resort Manager.

Taleb's journey with Six Senses began in April 2022 when he joined as the Director of Rooms at Six Senses Southern Dunes. During his tenure, he showcased his exceptional skills and dedication, leading to his well-deserved promotion. Prior to joining the team, Taleb underwent a transformative experience at Six Senses Laamu in the Maldives, immersing himself in the resort's intensive program. Hailing from Saudi Arabia, Taleb embodies the core values and vision of Six Senses.



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# SOCIAL MEDIA TRENDING

## Business Transformation's Post

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Read here: <https://lnkd.in/dfZSpnce>

In the past year, regional businesses have benefited from increased technology adoption, leading to improved efficiency, streamlined processes, and better customer experiences. Remote work solutions have also ensured business continuity. Within these pages, we dive deep into **Dell Technologies**'s world, a tech giant that's more than just hardware and software. Dell is a visionary, shaping the future of technology with insights, reviews, and a relentless commitment to progress. Their vision transcends mere products; it's a transformation that promises to redefine how we interact with technology.

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