BUSINESS TRANSFORMATION

THE CHANGE TO FUTURISTIC BUSINESS

UAE IGNITES

TRANSPORT INNOVATION

Profound insights into the groundbreaking initiatives that are propelling the digital evolution of transportation in the UAE.

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BUSINESS TRANSFORMATION
THE CHANGE TO FUTURISTIC BUSINESS

Dear Readers,

Welcome to the December issue of the Business Transformation Magazine. This December, we find ourselves immersed in a pivotal era where the very essence of business evolution is encapsulated in one profound discourse – sustainability. The ongoing COP 28, a global congregation of like-minded visionaries, serves as a testament to the universal commitment towards forging a sustainable future.

In this issue, we embark on an insightful exploration of the giants in the transportation sector, where leaders such as Abhinav Gupta, the visionary mind behind CARS24, sheds light on the UAE's unwavering dedication to sustainable transportation. Gupta delves into transformative initiatives like the Dubai Green Mobility Strategy 2030 and the EV Green Charger initiative, reflecting the forward-thinking approach that has become synonymous with the UAE's commitment to a greener tomorrow.

Our conversation extends to industry stalwarts Solodoo and Yango, who generously share their perspectives on the transformation of transportation. This edition serves as a mixture of knowledge, dissecting various facets of sustainability, the role of artificial intelligence, and the expansive scope of the UAE's endeavors in shaping a more eco-conscious future.

In the spirit of celebrating achievements, we are thrilled to announce the resounding success of our Security Symposium Awards KSA and the CPCA. Both events concluded with resounding applause, setting the stage for an even more spectacular 2024. Brace yourselves for the upcoming FITS and Security Symposium, where we promise to explore diverse yet relevant areas that define the contemporary landscape of security and technology.

As we present this issue to you, we are confident that the insights shared within these pages will not only inform but also inspire. The narratives from industry leaders, the strategies unveiled, and the commitment towards sustainable practices underscore the transformative power that businesses wield in shaping a more responsible and resilient future.

Thank you for being part of our journey over the past year. We look forward to the road ahead, filled with mega blasts of innovation, collaboration, and a shared dedication to transformative business practices.

Happy Reading!

Ronak Samantaray
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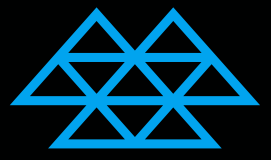
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DECEMBER 2023

UAE IGNITES TRANSPORT INNOVATION

CLOUD-BASED WMS BECOMING INCREASINGLY IMPORTANT FOR AGILE LOGISTICS

While automation of movement of goods inside the warehouse has reduced turnaround times for e-commerce trade, a cloud based WMS is becoming more and more essential for agile warehousing and logistics.

Robotics has commanded headlines for its role in manufacturing and final assembly operations, with some of the world's largest manufacturers reporting massive robotics-led ROI in their quest to automate and innovate across the factory floor.

Robots vary significantly in size, functionality, mobility, dexterity, artificial intelligence, and cost. They can be fixed, mobile or fly, in the form of drones, and increasingly, they are programmed to recognise and learn from their surroundings. Their ability to capture information and make decisions independently, means that they can often perform tasks with little to no human intervention.

Here are three ways that robots can transform the modern warehouse.

ROBOTICS-AS-A-SERVICE

Robotics' deployment in the warehouse was, until recently, restricted to only the largest of organisations as they

> The emergence of robotics-as-a-service has, however, changed the game, bringing robotics-led innovation to warehouses of all different sizes and profiles.

VISHAL MINOCHA,
Vice President Product
Management, Infor

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typically came in the form of fixed assets with high price tags. The emergence of robotics-as-a-service has, however, changed the game, bringing robotics-led innovation to warehouses of all different sizes and profiles. Testament to this, is that

robotics is expected to see strong growth over the next five years, particularly within supply chain operations that include lower-value, potentially dangerous or high-risk tasks.

The opportunity for ROI is huge, as travel and movement of goods across the warehouse typically commands the most time and money. And against a backdrop of a global labour shortage, organisations are having to look at ever more creative ways to bridge skills gaps, and robotics represents a pivotal solution in this area.

INCREASING COMPLEXITY

In the wake of a rise in online shopping, and associated SKU proliferation, merchandise has increased in both volume and diversity. Robots in the warehouse make it simpler and more efficient to move both batches and individual picks, not only reducing reliance on labour, but mitigating risk through increasing safety on the shop floor. Similarly, drones can undertake detailed stock counts at night, eliminating a need for people to physically check inventory.

As many organisations bring their warehouse operations back in-house to realise greater control in the wake of unprecedented complexity and uncertainty, robotics can instil flexibility. In a similar vein, it can give third party logistics an advantage as they move complex merchandise mixes across numerous categories for high volumes of customers.

WMS AND ROBOTICS

Yet despite this shift, many organisations are realising that in order to realise the full potential of robotics, it has to go hand in hand with a modern, cloud-based

WMS platform. Without a system which can be easily integrated via APIs, and seamlessly talk to the robots, interpret data, and inform workflows, robotics can only extend so far, limiting potential and impeding ROI.

While robotics can represent a game changer in automation and efficiency, allowing people to shift to more strategic, less dangerous, and higher value work, an effective WMS platform is the core foundation of the warehouse. Through facilitating seamless flow of data and insights spanning sales orders, picking, packing and fulfilment, the potential of robotics can be truly maximised.

In fact, according to Gartner 95% of supply chain organisations have either invested, or plan to invest, in cyber-physical automation, with a significant proportion of those planning in using intralogistics smart robots, ISRs. Labour availability constraints are the primary driver behind investments in robotics according to 66%.

As technology continues to improve, robotics-as-a-service gains further momentum, and prices decrease, the question is no longer whether to capitalise on robotics, but in what way, and how soon.

What is certain, is that the success will depend on the extent to which a modern WMS is leveraged to integrate and optimise workflows.

There is no doubt that the supply chain of the future is likely to see continued growth of autonomous robots. Those who get it right will not only improve the speed and accuracy of routine operations right now, but ensure flexibility and agility to adapt in the future as market conditions and dynamics dictate. ∎

HOW MODERN CLOUD PLATFORMS CAN BE PROTECTED THROUGH REAL TIME VISIBILITY

Hybrid and multi-cloud platforms can be protected through an incident response plan capable of focusing on cloud-specific risks while also providing coverage for other attack surfaces.

Cloud computing has introduced new security challenges and threats that require enterprises to take a different approach to security, compared to traditional on-premises infrastructure. What is needed in today's digital landscape to protect the cloud is a robust incident response plan capable of focusing on cloud-specific risks while also providing coverage for other major attack surfaces like endpoint and identity.

Modern cloud platforms are dynamic, and internal security teams need to have real time visibility of cloud services and applications to secure them. The sheer volume of data and architecture in the cloud requires incident response teams to be thoroughly familiar with their environment.

A well-defined response plan is critical for effective incident response. This plan should include procedures for responding to various incidents, such as data breaches, DDoS attacks, and malware infections. It should outline steps to contain the incident, investigate it, and recover from it. And ultimately, it should help businesses recover as quickly as possible should an attack occur.

Here is a recommended approach towards developing a cloud incident response plan:

RISK ASSESSMENT

Cloud incident response starts with understanding the scope of cloud-based risks. The first step in mastering cloud incident response is to conduct an end-to-end, comprehensive risk

MIGO KEDEM,
VP of Growth, SentinelOne

> "
> Digital transformation using the cloud as a platform is a powerful initiative for regional enterprises, promising powerful and well-deserved business outcomes.
> "

assessment. This involves identifying potential threats, vulnerabilities, and risks to the cloud environment. The risk assessment should consider data sensitivity, legal requirements, access controls, encryption, network security, and third-party risks.

INFRASTRUCTURE

Security teams need to understand their cloud infrastructure and know what is

in it to defend it. Preparation for cloud-based incidents should be based on features of the cloud environment as well as any business-specific requirements and considerations.

CLOUD WORKFLOWS

Risk profiles need to be reviewed and updated. Security decision makers need to convert situational awareness and breach readiness into policies and workflows. These define how cloud teams can better prepare their response in the case of a cybersecurity event.

MONITORING CONTROLS

To detect and respond to cloud security incidents it is essential to have real-time monitoring of cloud resources, network traffic analysis, user activity tracking, and intrusion detection systems. Automated alerts and notifications can help to ensure incidents are promptly responded to.

OPEN XDR

Deploying an open XDR platform will help SOC teams ingest and make sense of large amounts of data to speed up the incident response process. When an incident occurs, response teams do not have time to comb through numerous logs to find true indicators of compromise.

AUTOMATION

Security teams managing cloud incident response need to automate their activities using specialised tools. Since cloud architecture is vast and complex, investing in the right vendor and the right incident response tools is critical, to enable automation.

RESPONSE PLAYBOOK

Success in cloud incident response is not possible without

having pre-set processes and playbooks in place. Cloud incident response is a team effort, and every member of this team must know the role they are expected to play during a cyber security attack. This means identifying which team members are responsible for identifying, reporting, investigating, and resolving cloud incidents.

PRACTICE AND SIMULATION

Once the processes and playbooks are in place, team members and their responsibilities identified, the next set is to simulate, practice and become a master of the situation. Cloud incident response needs to be practiced and rehearsed through drills and simulations, assessing the incident response plans, and identifying areas of improvement.

STAKEHOLDERS

A final critical imperative to have in place is a workflow plan that states, which executive is to be informed and when, in the face of an ongoing cloud security incident. This plan defines procedures for sharing information with external parties, including shareholders, customers, partners, regulatory agencies, and customers. Transparent and timely communication reduces the impact of cloud security incidents, maintaining the trust of stakeholders.

Digital transformation using the cloud as a platform is a powerful initiative for regional enterprises, promising powerful and well-deserved business outcomes. However, enterprises must engage with their trusted channel partners to ensure cloud platforms are not left unprotected through a robust cloud incident response plan. ■

HOW FIXED WIRELESS ACCESS CAN REDUCE THE DIGITAL DIVIDE

Fixed wireless access is an instrument to bridge digital divide in many countries and regions and regulators should release frequencies for 5G fixed wireless access top enable the roll out.

Today, the global digital divide persists, with around 1 billion households without fixed broadband. Projections indicate that approximately 30% of households worldwide may still lack broadband connectivity by 2028, according to an Ericsson analysis. At the same time, 3GPP technologies, including LTE and 5G, are poised to offer extensive coverage, reaching over 95% of households globally for LTE and around 85% for 5G by 2028.

This widespread household coverage presents a unique avenue for mobile operators to deliver fixed wireless access, fixed wireless access services on top of their existing mobile broadband offerings.

Within Africa, we expect these figures to be significantly lower as the region starts from a lower level of broadband penetration compared to other global regions. Therefore, the question is how the unconnected households and businesses can be effectively and quickly covered to close

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CHAFIC TRABOULSI,
Vice President and Head of
Networks, Ericsson Africa
and Middle East

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the digital divide?

The solutions for home broadband can be gathered into three main categories: fixed-dedicated line solutions like fibre or DSL, satellite-based solutions and finally fixed wireless access. xDSL and cable require low investments, particularly if pre-existing infrastructure is available. In contrast, the appeal of fibre lies in its capacity to provide high speeds.

However, limitations in xDSL and cable, related to speed and distance, can curtail future-proofness. Meanwhile, the extensive upfront investment associated with fibre, including factors like civil engineering and project approvals, contributes to its deployment challenges.

By contrast, fixed wireless offers lower cost, and it can be as low as a tenth of the cost of laying fibre. Furthermore, while fixed broadband services can only be used to provide home broadband connectivity, fixed wireless access can also be used for multiple use cases including Mobile Broad Band and Internet of Things. This enables using the same radio network infrastructure to address multiple use cases.

Fixed wireless access emerges as a pivotal tool for addressing Africa's broadband needs. While 4G fixed wireless access provides an initial steppingstone, the potential of 5G becomes

evident through its ability to deliver fibre-like speeds, complementing the fixed broadband in a country.

Several African markets, including Angola, South Africa, Nigeria, and Zimbabwe, have already started to offer 5G fixed wireless access services. This pivot towards fixed wireless access can be attributed to its cost-effectiveness, rapid deployment capabilities, and inherent flexibility, making it an enticing choice over traditional fixed services.

A notable example of how fixed wireless access can be used to enable digital inclusion, beyond home connectivity, is the recent joint initiative with FREE Senegal, in which several schools will be connected with Fixed Wireless Access technology, and will also be provided with laptops, learning content, and teacher training to support the development of the ecosystem.

The project will run as a part of Ericsson's Connect to Learn programme, a global education initiative to improve educational opportunities through technology.

Fixed wireless access primarily means, we are using wireless access for the last mile of connectivity. While it sounds simple as it is, there are multiple ways of deploying fixed wireless access, the best-effort approach and the speed-based approach.

> "Capitalising on the expansive network scale, robust device ecosystem, and innovation of 5 G, fixed wireless access is optimally poised to connect the homes, enterprises and communities that are without broadband access today.

In a best-effort scenario, households have an indoor wireless router with wide-area wireless capabilities, example 3GPP to and from the home, and Wi-Fi or LAN cabling connects the router to local devices. The router and subscription are nomadic, allowing portability as long as the subscription is active.

The subscription often mirrors mobile broadband principles, potentially with increased data allowances. The best-effort label comes from the fact that the nomadic nature of the devices makes it difficult to provide extremely high grade guaranteed offerings.

Speed-based fixed wireless access, is where we believe the communication service providers should focus more. This approach focuses on outfitting homes with wide-area wireless-capable devices, like 3GPP and either outdoor-mounted on roofs, walls or indoor units with advanced antennas. This is managed like fixed broadband, remote setup and fault handling use standard protocols.

It has custom price plans, emphasizing data rates, and mirrors fixed broadband offerings. Superior performance in speed-based plans often leads to higher ARPU compared to basic options, aligning with market norms. Service providers can strategically mix varied packages for different user groups.

Subscriptions are tied to specific locations, linked to fixed-mounted CPEs or logically adjusted upon relocation. This location-aware method sharpens fixed wireless access service delivery precision.

In summary, fixed wireless access, particularly 5G fixed wireless access, emerges as a potent instrument to bridge Africa's digital divide. For governments and regulators interested in bridging the digital divide in their countries it should be a priority that the frequencies needed for 5G fixed wireless access are released quickly and in an affordable way.

Capitalising on the expansive network scale, robust device ecosystem, and innovation of 5G, fixed wireless access is optimally poised to connect the homes, enterprises and communities that are without broadband access today. By facilitating fast and dependable broadband access, fixed wireless access catalyses economic growth and empowerment, strategically positioning Africa to harness the opportunities of the digital age. ∎

JW SPACE TELESCOPE DETECTS BUILDING BLOCKS OF ROCKY PLANETS

XUE 1
IRRADIATED PROTOPLANETARY DISK

MIRI | Medium-Resolution Spectroscopy
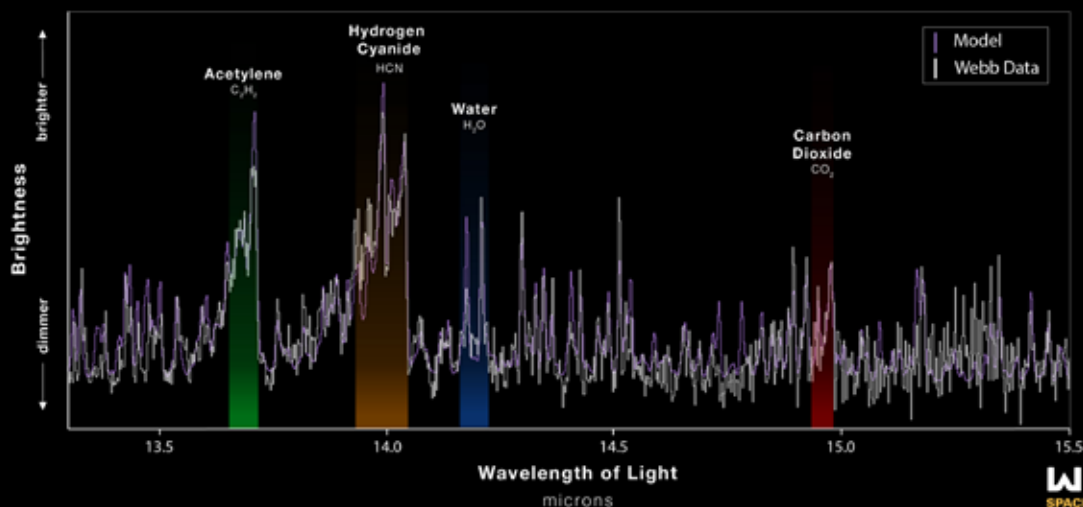
We have detected water and other molecules like carbon monoxide, carbon dioxide, hydrogen cyanide and acetylene. The team also found small, partially crystalline silicate dust at the disk's surface. This is considered to be the building blocks of rocky planets.

A star-forming region known as the Lobster Nebula is host to some of the most massive stars in our galaxy. Massive stars are hotter, and therefore emit more ultraviolet light. That UV light bathes planet-forming disks around nearby stars. James Webb Space Telescope has detected a variety of molecules in one such disk, including water, carbon monoxide, carbon dioxide, hydrogen cyanide and acetylene. Such molecules are among the building blocks of rocky planets.

These are the first results from the eXtreme Ultraviolet Environments, JW Space Telescope program, which focuses on the characterization of planet-forming disks in massive star-forming regions. The XUE program targets a total of 15 disks in three areas of the Lobster Nebula, a large emission nebula roughly 5,500 light-years away from Earth in the constellation Scorpius.

UAE's metaverse pioneer Everdome launches Metaverse-as-a-Service product line

The Dubai based metaverse project Everdome unveiled SPACES, the debut release of their new Metaverse-as-a-Service product line, which aims to make the metaverse more accessible for all.

Although, according to a recent report by McKinsey, almost 60 percent of consumers using today's early version of the metaverse are excited about transitioning everyday activities to it, and 95 percent of business leaders are expecting the metaverse to have a positive impact on their industry within five to ten years, the metaverse remains confusing for many business and consumer users, with greater barriers to entry and understanding than widely used web2 applications.

Everdome seeks to change this with their new SPACES application, which will deliver easy-to-use, customizable and engaging metaverse pop-up spaces that can be created in a matter of minutes. SPACES will allow users without deep technical knowledge to quickly produce metaverse experiences which can last for days, weeks or even a matter of hours as a metaverse pop-up space.

This product release follows closely behind Everdome's Mars Landing experience release, which represented the completion of their alpha layer-one of their immersive metaverse destination, taking users from a virtual Hatta Spaceport through to a digital imagining of a future Martian civilization.

Created as a stand-alone application from their hyper-realistic Mars metaverse environment, SPACES addresses the ongoing challenge of accessibility in metaverse development, allowing a wider audience to take their first steps into the web3 world.

Hub71, Abu Dhabi's tech ecosystem, welcomes 23 new startups as part of latest cohort

Hub71, Abu Dhabi's global tech ecosystem, has welcomed 23 new startups as part of its latest cohort, having collectively raised over $53 million in funding. Following a rigorous selection process, the successful startups will enter Hub71's new Company Building Program and benefit from up to AED 250,000 worth of in-kind incentives and AED 250,000 in cash for equity. High-performing startups from the latest cohort will also be eligible to receive a top-up of up to AED 250,000 in exchange for additional equity, after one year.

Hub71 received a 107 per cent increase in applications from over 100 countries, reinforcing Abu Dhabi's increasing global appeal as an innovative destination of growth for the world's leading entrepreneurs. The new cohort comprises tech startups hailing from countries across the region, including the UAE, Egypt, and Saudi Arabia, as well as companies from the UK, Canada, India and Armenia, which will establish a presence in Abu Dhabi. Additionally, around 40% of the startups in the latest cohort are from the US. This reflects the growing interest from mature tech hubs in Abu Dhabi's favorable innovation ecosystem. Operating in 11 diverse industries, the startups will support the advancement of sectors aligned with Abu Dhabi's strategic economic priorities, including FinTech, ClimateTech, HealthTech and EdTech.

With a growing focus on the potential of innovation and technology in supporting climate action in the UAE, Hub71 selected two ClimateTech startups that developed innovative technologies helping to shape a more sustainable future.

Bybit and DMCC Crypto Centre announce finalists for Web3 Unleashed hackathon

Bybit, in collaboration with the Dubai Multi Commodities Centre Crypto Centre, has revealed the top ten finalists for the hackathon: "Web3 Unleashed: Crypto Innovation Challenge. This showcases innovative Web3 startups and aspiring businesses in the UAE, showcasing their contributions to the digital asset market.

From the 100 teams who applied, ten have been selected for their groundbreaking work across various sectors of the blockchain industry, including GameFi, decentralized finance (DeFi), NFTs, and sustainable blockchain solutions. These teams will present their entries at the event showcase on Nov. 22.

Team EVA.IO is pioneering a decentralized Supervised Machine Learning rating system for Crypto, DeFi, and NFTs, while Cyborg Network redefines cloud computing within the Polkadot Ecosystem. Copin empowers users to leverage insights from top on-chain traders, and Pravica pioneers peer-to-peer Web3 messaging and value transfer infrastructure.

Top Ledger introduces an enterprise-level blockchain analytics solution, as Edu3Labs merges education with blockchain for a more rewarding learning experience, and iTeller is a profitable fintech/crypto OTC business. Meanwhile, Timeswap breaks new ground with its fully decentralized lending and borrowing protocol.

UAE payments industry at CAGR of 9.7% reaching revenue of $12.8 Billion by end 2022

Amid global challenges such as the pandemic and economic fluctuations, the UAE payments industry has demonstrated resilience. Between 2018 and 2022, the total revenue for the UAE payments industry grew at a Compound Annual Growth Rate of 9.7%, reaching a revenue pool of $12.8 Billion by the end of 2022. In contrast, the global payments industry registered an annual growth rate of 8.3% to reach $1.6 Trillion by the end of 2022. According to the latest report from Boston Consulting Group, titled 'Global Payments Report 2023', slower growth is on the horizon globally.

BCG's in-depth analysis of the

Mohammad Khan, Managing Director & Partner, BCG and Lukasz Rey, Managing Director and Partner BCG

UAE payments sector expects that the overall revenue growth will increase in the next 5 years (2023-2027) to a CAGR of 3.6% pushing the revenue pool to $19.8 Billion. In comparison, the global payment revenues are projected to grow by $2.2 Trillion by 2027 at a CAGR of 6.2%. The report provides an in-depth market analysis, exploring challenges and opportunities for acquirers, issuers, and other key players in the UAE payments ecosystem.

From 2023 to 2027, the UAE's transactions are forecasted to grow at a CAGR of 10.9%. This growth is spurred by the country's shift from cash to digital transactions. Key drivers include technological advancements in payment systems and supportive government initiatives. Additionally, the UAE's economic expansion and changing consumer preferences towards digital payments are leading to continuous growth.

EDGE Group launches 11 new disruptive aerospace systems at Dubai Airshow 2023

EDGE, one of the world's leading advanced technology and defence groups, has marked the start of its participation at Dubai Airshow 2023 by announcing the launch of 11 new disruptive aerospace systems and solutions adding to its impressive portfolio of over 159 systems and solutions covering multiple domains. EDGE will showcase its air domain capabilities with the largest stand at the aerospace and aviation event, which is taking place from 13-17 November.

EDGE, which is returning as Defence Technology Partner for the 18th edition of Dubai Airshow, is rapidly emerging as a global leader in the development and manufacture of a diverse and technologically advanced range of products to meet the modern-day requirements of its customers.

The new breakthrough products and systems cover a wide range of missions, including tactical intelligence, surveillance, and reconnaissance (ISR), logistics support, and sophisticated combat operations.

The new REACH-M is a fixed-wing Medium-Altitude Long-Endurance (MALE) Unmanned Combat Aerial Vehicle (UCAV) designed for ISR and light ground attack operations. The aircraft has a maximum take-off weight (MTOW) of 1,500 kgs and features autonomous capabilities such as automatic take-off and landing and pre-planned flight paths, and can fly for a duration of 24 hours with a maximum payload of 350 kgs. The HUNTER 2-SJ with Jammer is a new seeker drone system, providing targeting capabilities to engage electronic warfare and command and control (C2) systems through the detection of radar signals.

UAE is frontrunner regarding employee cryptocurrency withdrawals within GCC finds Deel

Deel, a global HR platform driving the evolution of remote work has unveiled new research revealing the UAE is the frontrunner regarding employee cryptocurrency withdrawals within the GCC. The new findings are in line with the UAE's forward-looking approach to embracing innovation in the financial sector and creating regulatory frameworks that enable users to embrace new technologies with confidence.

The research highlights a growing level of adoption among individuals, who are now using cryptocurrencies as a viable medium for receiving employer

Tarek Salam, DEEL Head of MENA Expansion

payments. Conducting an extensive survey, Deel engaged with over 1600 employees and over 700 organizations in the UAE to gather valuable insights.

Within the GCC landscape, the UAE is currently leading the way

(87%), with Saudi Arabia (8%) and Qatar (4.8%) following behind. Exploring the Deel data beyond the UAE, Egypt places itself in the spotlight by a substantial margin, witnessing over 25,000 employee withdrawals using crypto in the last 12 months. Tracking Egypt's trajectory, the roster of pioneering nations also includes Morocco, and Lebanon, each carving its path towards cryptocurrency adoption.

Notably, Ethereum (ETH) claims the top spot as the preferred cryptocurrency for withdrawals, commanding 51.2%. The US Dollar backed stablecoin USDC follows suit at 24.5%, while Bitcoin (BTC) controls 20.2% of the landscape. Solana (SOL) and Dash wrap up the top five most used cryptocurrencies with 2.5% and 1.6%, respectively, contributing to the crypto withdrawals landscape.

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Global biotechnology company, BeiGene opens MENA office in Dubai Science Park

Mastercard has initiated a strategic partnership with Dubai Islamic Bank to launch cross-border payment services for peer-to-peer and business-to-business fund transfers. The collaboration leverages Mastercard Cross-Border Services to enable the bank to provide real-time remittances through its digital channels across more than 40 countries worldwide. The Mastercard-powered remittance solution allows people and organizations to send and receive money around the world almost instantly.

Mastercard Cross-Border Services facilitate the movement of funds to any end point across

over 140 countries through one secure connection and through rich features such as guaranteed exchange rates, full value transfers without deductions and transaction status tracking, reaching 95% of bank accounts worldwide. The highly localized solution offers multiple payout options, including bank account,

mobile wallet and card. To address the needs of the unbanked and underbanked, cash payout is also an option through a continuously expanding global network of cash pickup locations, whose number currently stands at approximately 350,000.

Recognizing the need for speed in today's fast-paced world, Mastercard Cross-Border Services have been optimized for quick and efficient fund transfers. This ensures that customers can complete their desired transactions promptly, which is particularly advantageous for urgent financial needs. To promote transparency, the solution is equipped with a real-time tracking feature, so users can stay informed about the progress of their transactions.

Mastercard collaborates with Dubai Islamic Bank to introduce cross-border payment services

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Mastercard Cross-Border

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UAE licensed company Hubpay announces Africa Collect & Remit solution

(Left to right) Hubpay: Maia van Paridon, COO; Kevin Kilty, CEO and Founder; Punit Ghumra, Vice President Finance

Leveraging the strength of the United Arab Emirates position as a global trade hub and economic powerhouse, Hubpay, the first independently licensed company in the UAE to offer digital payments, is proud to announce the launch of its Africa Collect & Remit solution. This offering allows businesses with entities and trade partners across Africa to seamlessly send payments to the flourishing global currency exchange hub that is the UAE, driving further cross-border trade, particularly between Asia and Africa.

The UAE, given its strategic logistical position and advanced infrastructure, has long served as the gateway between Asia and Africa. This crucial role has now expanded to include its recognition as a global FX hub. However, there has been a notable absence of comprehensive FX solutions, especially for African businesses, which has acted as a barrier to growth.

Hubpay, a leading fintech solution provider renowned for its innovative offerings, is now extending its product range to cater to a more extensive international clientele, with a particular emphasis on African businesses. The introduction of the new FX Hub marks a pivotal moment in this expansion, as it empowers clients to make payments from Africa to the UAE and further to global markets. This opens up new avenues for entrepreneurs and bolsters the growth and international expansion of businesses.

Mashreq NEO PAY and Nymbl to establish Unified SME Commerce Platform for payments

NEO PAY, powered by Mashreq, has entered a strategic partnership with Nymbl. This collaboration aims to provide a comprehensive solution to SME's, combining both in-store and online payment acceptance within a single platform. By leveraging NEO PAY this partnership aims to establish a Unified SME Commerce Platform empowering merchants with a tool for managing their transactions seamlessly.

Nymbl's Unified Commerce Platform provides merchants with advanced payment processing across certified terminals and an Internet Payment Gateway for online transactions. NEO PAY will integrate Nymbl Pay's features, allowing its merchants the ability to access the Unified Commerce Platform for all in-store and

Vibhor Mundhada,
CEO of NEO PAY, Mashreq

online payment management.

The Nymbl Unified SME Commerce Platform harmonizes Point of Sale and Operations Modules, incorporating Inventory Management, Purchasing, Accounting, Tax Management, Analytics, Payments, and Open Banking. This integration streamlines operations for SME's, leading to improved efficiency and productivity. Furthermore, advanced features like order and pay at table, order and pay on kiosks, QR Menu, scan and pay further optimizes the processes and creates a user-friendly payment experience for merchants.

Through the integration of Nymbl's Unified SME Commerce Platform with NEO PAY's product offering, merchants can gain access to an end-to-end solution that seamlessly connects all aspects of their business operations. This strategic partnership is set to create a new standard within the SME economy and management, as it leverages NEO PAY's extensive customer base to deliver a comprehensive solution that addresses the needs of businesses.

stc partners with **TONOMUS** to acquire LEO satellite connectivity in Saudi Arabia

TONOMUS, NEOM's cognitive technology and digital infrastructure subsidiary, announced the signing of a multi-year agreement with stc group, an engine of digital transformation in the region, to acquire from TONOMUS Low Earth Orbit satellite connectivity capacity in Saudi Arabia.

Unveiled at FII in Riyadh, the newly announced agreement will grant stc group unprecedented access to LEO satellite capacity and empower the company to offer high-speed broadband internet and data services, as well as business continuity solutions to government institutions, large enterprises and SMEs across Saudi Arabia. stc group's acquisition is a significant milestone for the connectivity landscape in the country, given their emphasis on enhancing and offering optimized connectivity services for customers in crucial industries like oil and gas, mining, agritech, health, education and finance.

The collaboration between TONOMUS and stc group is a testament to the accelerating demand for affordable, fast, high-bandwidth and low-latency connectivity across the region. It will enable the provision of fiber-like internet access to residents of rural and remote areas, ultimately facilitating an enhanced and seamless online experience.

TONOMUS' agreement with stc group will strengthen Saudi Arabia's digital transformation through strong collaboration with local infrastructure and service providers. It will also help usher in a transition to broad participation in the digital ecosystem as a platform for scalability, innovation and availability for all government and business sectors.

Octave Asset Management acquires license from Dubai International Financial Centre

Amidst the increasing interest of ultra-high net worth individuals in the UAE, Octave Asset Management, a prominent investment advisory firm, has officially established its presence by acquiring a license to operate from the Dubai International Financial Centre. With a strong commitment to value-based investments, OAM aims to set a new benchmark in client-centric wealth management.

The firm offers an extensive array of investment solutions carefully tailored to meet the unique needs and aspirations of its clients. These options encompass traditional assets such as stocks, bonds, ETFs, and mutual funds, as well as unconventional assets like private equity, venture capital, structured notes, and even the acquisition of art. Furthermore, OAM provides a Discretionary Portfolio service, which manages an in-house fund customized to align with the specific risk profiles and objectives of its clients.

In addition to these offerings, OAM collaborates with distinguished partners to introduce an exclusive Private Real Estate Investment Trust (REIT) product, granting clients access to exclusive real estate investment opportunities.

OAM aims to manage assets under management (AUM) exceeding USD 1 Billion by the end of 2024 and operate across seven different markets, positioning itself as a prominent player in the burgeoning Middle Eastern investor segment.

Subsidiary of Digital DEWA, DigitalX signs MoU with LG Electronics to boost innovation

DigitalX, a subsidiary of Digital DEWA, the digital arm of Dubai Electricity & Water Authority, signed a Memorandum of Understanding with LG Electronics Gulf, a global provider of a broad range of technology products, AI & Robotics. The MoU was signed between Hamad Karam, Chief Operating Officer, DigitalX and Park Yong Joon, VP, LG MEA.

The goal of the association is to expedite the deployment of innovative and immersive technologies, solutions and digital assets and boost business potential. As part of the MoU, the two companies aim to combine their strengths and resources to fuel digital transformation and elevate user experiences for clients in various sectors.

"DigitalX and LG Electronics Gulf are embarking on a collaborative journey marked by innovation. By pushing the boundaries of technology, both companies aim to leave a lasting imprint through their advanced solutions, while simultaneously exploring new business opportunities and delivering revolutionary solutions that enrich lives.

LG Electronics, a prominent and globally recognized entity, stands as a preeminent provider of a wide-ranging portfolio of cutting-edge technology products, as well as a trailblazer in the realms of artificial intelligence (AI) and robotics. LG's multifaceted influence extends far beyond the traditional boundaries of consumer electronics, showcasing its prowess in shaping the modern technological landscape.

Adjust and Mobmio announce partnership to accelerate MENA mobile industry growth

Mobmio (part of Mitgo), a mobile performance network, is pleased to announce a strategic partnership with Adjust, a leading measurement and analytics company trusted by marketers to measure and grow their apps across mobile, web, CTV, PC & console, and beyond. With the substantial growth in mobile app usage across the Middle East and North Africa (MENA) the partnership will bring innovative marketing solutions to the dynamic and diverse mobile market to help accelerate its growth and drive business success for customers.

Mobile app development and marketing have been on a steep

trajectory of growth, especially within MENA. According to Statista, total app market revenues for 2022 reached US$475.90bn, and they expect to see an annual growth (CAGR 2022-2027) of 8.58%, resulting in a market volume of US$755.50bn by 2027.

According to Mobmio's data, the number of mobile sales in MENA grew by 20% in H1 of 2023 YoY, their GMV grew by 18.3%, and over half of all orders in the region are made through mobile phones.

In the mobile app growth report 2023 by Adjust, it is stated that travel apps emerged as the winner among all app categories in MENA, with an impressive Growth Score of 42.6. A nice example of this is Wego, one of the top travel apps in the region, which reported a YoY growth of over 157% in February 2023. Shopping apps came in second with a Growth Score of 37.9. Mobile gaming and finance apps tied for third place in MENAT, both scoring 27.9.

UAE IGNITES TRANSPORT INNOVATION

Witness the harmonious fusion of state-of-the-art technology and eco-consciousness, crafting the framework for intelligent urban hubs on the world stage.

United Arab Emirates has emerged as a global frontrunner, particularly in the transformation of its transportation sector. Abhinav Gupta, CEO of CARS24 in the Gulf Region, shares profound insights into the groundbreaking initiatives that are propelling the digital evolution of transportation in the UAE.

LEADING THE CHARGE IN AUTONOMOUS TRANSPORTATION

Abhinav Gupta sets the stage by underlining the UAE's unwavering commitment to fostering innovation and cultivating a culture of change to enhance the quality of life across its diverse communities. A focal point of this transformation is Dubai's transportation system, where data analytics, automation, and digital solutions are steering the trajectory of growth. At the heart of

ABHINAV GUPTA,
CEO, Gulf Region for
CARS24

this effort is the ambitious Autonomous Transportation Strategy, designed to render 25% of Dubai's transportation autonomous by 2030. The strategy not only promises a substantial 44% reduction in transportation costs but also a commendable 12% decrease in environmental pollution. Simultaneously, the Road Transport Authority is diligently crafting regulations for driverless vehicles, ensuring the establishment of robust safety standards that will underpin this bold leap into the future.

SUSTAINABLE TRANSPORTATION INITIATIVES AND EV READINESS

Gupta delves into the UAE's unwavering commitment to sustainable transportation, spotlighting initiatives such as the Dubai Green Mobility Strategy 2030 and the EV Green Charger initiative. Notably, an impressive 82% of residents express intentions to adopt electric vehicles, catapulting the UAE up the global rankings in EV readiness. Gupta underscores the role of super apps, with Careem acting as a bridge to micro-mobility through the introduction of e-bikes and e-scooters. This intersection of sustainable initiatives and digital innovation is reshaping the transportation landscape, positioning the UAE as a global leader in embracing the future of mobility.

AI AND BIG DATA DRIVING EVOLUTION

The integration of artificial intelligence and big data assumes a pivotal role in Gupta's discussion, featuring the strategic plan for digital transformation by Dubai Taxi Corporation. This comprehensive plan, spanning from 2022 to 2025, emphasizes key technological pillars such as AI, the Internet of Things big data, and future transformation. Gupta notes that 45 initiatives, including AI-driven solutions like automated responses and customer voice recognition systems, are poised for launch. The UAE's commitment to adopting transformative technologies is further evident in the application of AI for traffic data analysis by the Integrated Transport Centre in Abu Dhabi. This strategic project is a testament to the nation's efforts to reduce congestion and CO2 emissions, showcasing a commitment to a smarter, more efficient transportation system.

SUCCESS STORIES AND NOTABLE ACHIEVEMENTS

Amidst the digital revolution, Gupta points to the success stories that have catalyzed economic growth, with Careem emerging as a shining example. The super app model, offering a diverse array of services including ride-hailing, food and grocery delivery, FinTech services, home cleaning, car rental, and laundry, encapsulates the versatility

and convenience that defines the UAE's approach to digital transformation in transportation. Gupta underscores the role of super apps as a seamless 'one-stop-shop' for various services, providing unparalleled convenience to users across the UAE. These success stories underscore the nation's ability to integrate innovation into the fabric of everyday life, redefining the expectations of what modern transportation should be.

CARS24'S ROLE IN TECH-DRIVEN EFFICIENCY

Shifting focus to CARS24, Gupta elucidates on the role of this leading e-commerce platform for pre-owned vehicles in the UAE's dynamic digital landscape. Gupta outlines how CARS24 leverages cutting-edge technology like AI, Machine Learning, and Mobile Measurement Partner (MMP) to streamline the car-buying process. This tech-driven approach is not only enhancing the efficiency of the platform but also revealing insightful trends. Gupta reveals that the H1 2023 insights report from CARS24 indicated a 60% surge in online searches for electric vehicles compared to H2 2022. Recognizing the rising trend for EVs, CARS24 is actively working on building its EV infrastructure, signaling a proactive approach to aligning with the evolving demands of the market.

GOVERNMENT POLICIES AND PRIVATE SECTOR COLLABORATION

Gupta commends the UAE's visionary investments in public transport projects and collaborative ventures with private entities. The symbiotic relationship between government policies and private sector initiatives is propelling the nation forward in the race towards a smarter, more sustainable future. Noteworthy agreements, such as those with Google for AI-driven traffic data collection, showcase the government's dedication to creating a collaborative ecosystem that fosters sustainable transportation. Gupta highlights these collaborations as crucial building blocks for a clean, sustainable environment that improves the lives of community members across the country.

> **"** In the heart of the desert, UAE pioneers a digital revolution in transportation, merging tech and sustainability for a smarter tomorrow **"**

ADDRESSING CHALLENGES FOR SUSTAINABLE SOLUTIONS

Acknowledging the challenges inherent in sustainable transportation solutions, Gupta points to one of the most critical issues: infrastructure development. The need for charging stations for electric vehicles is a paramount concern, and the UAE government is addressing this challenge head-on. Gupta highlights the Dubai Electricity and Water Authority's (DEWA) plan to add over 680 charging points within the next three years, representing a remarkable 170% increase in the network of public charging stations. This commitment aligns with the broader vision of transforming the city into a global hub for the green economy, as outlined in Dubai's Clean Energy Strategy 2050 and Net Zero Carbon Emissions Strategy 2050.

LONG-TERM VISION FOR UAE'S TRANSPORTATION TRANSFORMATION

Peering into the future, Gupta paints a compelling vision of the UAE's ambitious journey toward a unified and innovative approach to becoming a global smart city. Key components of this transformative journey include autonomous driving, advanced air mobility, and the burgeoning EV market. Government-led initiatives are not merely reactive but are actively shaping the necessary infrastructure for electric vehicles. The UAE Ministry of Energy and Infrastructure is leading the charge, enacting new laws to create more efficient and reasonably priced charging stations in the country. The UAE's steadfast dedication is evident in its pursuit of turning the country into a global hub for logistics, transportation, and green technology.

Abhinav Gupta offers a panoramic view of the UAE's remarkable expedition towards a digitally transformed and sustainable transportation landscape, spotlighting the nation's commitment to technological advancement and environmental responsibility. This feature serves as a comprehensive exploration of the UAE's position as a trailblazer in the digital transformation of transportation, shaping the future of smart cities on a global scale. As the nation propels itself into the future, the fusion of technological innovation and sustainability stands as a beacon for other regions to emulate in their journey towards a smarter, greener tomorrow. ■

BOOSTING EMPLOYEE PRODUCTIVITY IN TRANSFORMING ENTERPRISES

Your sensory thresholds describe intelligence in our world and the quest is for you to understand and use this information to make life and work easier. Through self-assessments, training and coaching we help people to be more successful in life and work.

Sensory refers to the seven human senses through which all environmental stimuli are absorbed, processed and decoded for use. Intelligence is the human brain making sense, understanding and using information to its fullest potential. It forms part of a wider knowledge base around intelligence, IQ, emotional intelligence, spiritual intelligence, positive intelligence, social intelligence, and some more.

Sensory intelligence measures your sensory thresholds which form part of your basic genetic code and blueprint. You cannot and should not try to improve your scores. There is no right or wrong, just knowing how they work, what they do and how we can use it to the best of our abilities.

Your sensory thresholds describe intelligence in our world and the quest is for you to understand

DR ANNEMARIE LOMBARD

> Your sensory thresholds describe intelligence in our world and the quest is for you to understand and use this information to make life and work easier.

and use this information to make life and work easier. Through self-assessments, training and coaching we help people to be more successful in life and work.

INSIGHT #1
You have seven senses, not just five. The more familiar senses are; 1 visual, 2 hearing, 3 touch, 4 smell and 5 taste. You further have two hidden senses which most people do not know about. They are the movement system and consists of two interlinking senses: 6 vestibular - consisting of five little receptors located in your inner ear to detect head movement in relation to gravity, it is a bit like your body's GPS and 7 proprioception - receptors located in your muscles and joints which provide constant feedback about your body, muscles and where you are in space.

These seven senses are constantly at work connecting us with our world through processing millions of bits of information from the environment every day. It gets filtered, decoded and processed and becomes the initial trigger point for our daily actions, behaviours, habits and emotions. Measuring and understanding your seven senses response to your environment is critical as it is the start point of most actions and behaviours.

INSIGHT #2
The human brain is complex and fascinating. The brain consists of two parts; the top half and the bottom half. While the right-left brain is another way to describe human brain function, we focus on the top-bottom synergy of the brain. The top, upper brain, called the cortex is conscious, controlled and calculated and produces our daily performance and output, it is the executive, thinking brain.

The lower part of the brain, called the brainstem is unconscious, uncontrolled and reflexive, and the more primitive brain that controls our survival, basic needs and comfort. The upper, cortical brain is all about IQ and how clever we are, the lower, primitive brain is what sensory intelligence focuses on. In the middle, in between is emotional intelligence.

Information enters at the bottom of the brain through the brainstem before sending information toward the upper brain. In essence, the brain first senses, sensory intelligence then feels, emotional intelligence and then thinks, IQ. This happens in milliseconds but is basic science and physiology as a human brain operating system.

The well-known 80, 20 principles also applies to the human brain in a bit of a different way. The amount of allocation for energy is split and about ±80% of daily energy expenditure involves the primitive brain, it works fast and has no thinking capacity to keep us alive, safe and comfortable.

The remaining ±20% is allocated to the higher-thinking brain for executive function. Daniel Kahneman calls this system 1, executive brain and slower, versus system 2, primitive brain and faster. Your brain will usually go for the route of least resistance and operate fast from the primitive functions unconsciously before sending energy up to the executive brain which processes slower. This is normal, happens daily, yet totally unconscious.

If you do not believe me, try the bat-ball question: A bat and a ball cost R1.10. The bat costs R1 more than the ball. How much does the ball cost? What is your first

> "Everyone experiences their world slightly differently based on how this sensory information is coded through your brain. What feels, smells or tastes amazing for one person could be totally off-putting for another."

response? Think again, is it right? Read the answer at the end of the article!

INSIGHT #3

Your sensory thresholds are what makes us different and unique. Everyone experiences their world slightly differently based on how this sensory information is coded through your brain. What feels, smells or tastes amazing for one person could be totally off-putting for another.

The problem is because this is so hard-wired into our being, we often do not know that other people literally experience the same sensory stimuli different to us. This makes us all unique and amazing, however, it is a big point of conflict and disagreement. This is also where work environments play a role.

While one work environment, that is busy, open plan can be energising for one person, the exact same environment can be detrimental for someone else. A familiar example is one person switching the music up, they probably have high thresholds and like louder sounds will be energised by this, while someone right next to them who wants to turn the volume down, they probably have low thresholds and

want quieter will be annoyed and irritated. Such differences exist between people in all of the seven senses.

There are millions of examples but these really simple and fundamental differences have the potential to create havoc in relationships at home and at work. It also can be a huge contributor to unnecessary distractions and irritations. We strive for performance, success and harmony - and so often - the solutions to this are unlocked by understanding and managing sensory thresholds for yourself, your colleagues and your family.

Sensory intelligence is rooted in the science of sensory processing in occupational therapy but also studied in various other industries, psychology, food sciences, sensory marketing and branding, environmental psychology.

It takes people on a journey of self-assessment, self-learning, self-discovery and ultimately self-mastery to understand how the senses influence our daily attention, emotion and behaviour. This forms the fundamental premise of working with individuals and teams to improve workplace wellbeing, performance and relationships. ■

DHL WRAPS UP FORMULA ONE SEASON WITH GRAND FINALE IN ABU DHABI

DHL, the leading logistics company globally, will close this year's Formula One (F1) season, the world's most prestigious motor racing competition, this weekend in Abu Dhabi at the Grand Prix finale. As part of the partnership, DHL's motorsport team of 75 international specialists has transported up to 1,400 tonnes of freight - comprising broadcast equipment, automobiles, team members, hospitality, fuel, and tires - from Las Vegas to the UAE's capital in a matter of days, and all with the utmost speed and precision.

As the Official Logistics Partner and Global Partner of F1 since 2004, DHL is working closely with the sporting series to reduce the event's ecological footprint while simultaneously achieving its own ambitious sustainability goals. Upon the Grand Prix's completion in Abu Dhabi, DHL's motorsports team will have covered a total of 150,000 km through 22 races and across five continents; including six double-headers, two triple-headers, and the premier of the Las Vegas Grand Prix.

Through multi-modal transport solutions, including overland and ocean freight, DHL is strategically minimizing the environmental impact of F1 logistics. A big green milestone achieved this season is DHL purchasing 18 new trucks running on HVO100 drop-in fuel (Hydrotreated Vegetable Oil). These reduce carbon emissions by an average of 83% when compared to conventional fuels such as diesel, without compromising on performance loss as these trucks can cover the same distances and carry the same loads. DHL has also over the years introduced the transport of F1 freight with its new Boeing 777s, which is being used to transport deliverables to and from Abu Dhabi while boasting fuel-efficient technology that reduces carbon emissions by 17% over legacy aircraft.

DHL held a behind-the-scenes (BTS) tour in Abu Dhabi today to raise awareness about both its own sustainability efforts and that of F1. The BTS tour was held at the F1 paddock and pitlane in the UAE's capital, to discuss the ongoing partnership between these two entities, multi-modal logistics related to this year's Grand Prix, and both companies' sustainability agendas and milestones.

John Williams, Head of DHL Motorsports UK at DHL Global Forwarding, commented: "Being in Abu Dhabi for the season finale is truly exciting. We're proud to have delivered yet another thrilling year, and this race holds special significance as we navigate a world where the call for a greener future is increasingly urgent. In line with F1's commitment to sustainability, we are delighted to be a partner actively contributing to the green agenda through the provision of efficient and sustainable logistics."

Christian Pollhammer, Senior Logistics Co-Ordinator, Formula 1, added: "After announcing our new sustainability strategy in 2019, to achieve a net-zero carbon footprint by 2030, DHL has played a key role in inching us closer to this goal. As one of the biggest entertainment platforms in the world, and the first motorsport series to commit to measurable sustainability goals, the importance of having a competent logistics partner and industry leader in green logistics such as DHL cannot be overstated." ∎

ENJINSTARTER CONFIRMS DUBAI AS THE HOME FOR ITS IMPACT-FOCUSED WEB3 LAUNCHPAD AYA

Enjinstarter, a leading Web3 launchpad and advisory company, recently announced that it has confirmed Dubai as the home for AYA, its upcoming impact-focused Web3 launchpad, pending approval of a Virtual Asset Service Provider (VASP) licence in accordance with requirements outlined by the emirate's Virtual Assets Regulatory Authority (VARA). AYA, which translates to "miracle" in Arabic, pays tribute to the beautiful planet that we live on by empowering impact-driven innovators to combat climate challenges head-on.

"MENA is a region at the tip of the climate change spear. Temperatures are expected to increase up to 2.5 degrees by 2050 and the number of people affected by water scarcity is 60 million and growing," said Prakash Somosundram, co-founder and CEO of Enjinstarter. "At the same time, the UAE is positioning itself as a global leader in both sustainability and Web3. These actions have caught the attention of the builders, investors, and climate warriors that want to make a difference. Our impact launchpad, AYA, is built to empower these stakeholders to make real, demonstrable impact."

Regulatory clarity was a key factor in Enjinstarter's decision. Dubai's VARA has demonstrated its commitment to creating clear and comprehensive legal frameworks that protect investors, conform to international standards, and encourage responsible business growth. Enjinstarter received initial approval from VARA in May and has since continued the in-depth process of applying for a Virtual Asset Service Provider (VASP) licence, in accordance with VARA requirements, in order to launch and operate AYA.

UAE's focus on sustainability was the other key factor. The country has already set a leading example by planning to invest $54 billion over the next 7 years as part of its net-zero ambitions, along with hosting COP 28 in Dubai in December. It has also called for a scientific, transparent, and technology-driven approach in its push to meet 2050 climate goals, while the country's Green Agenda aims to attract $160 billion in green investments by 2030.

"Dubai is the obvious choice for AYA. No other jurisdiction provides the regulatory clarity and sustainability focus we are looking for. Beyond that, there is a palpable sense of action here, specifically in terms of real-world asset regulation and climate action," said Vasseh Ahmed, managing director of Enjinstarter MENA. "Since we entered the market in December 2022, we've had nothing but positive interactions with all of the Web3 and sustainability ecosystem stakeholders, including VARA. We look forward to more of the same as we continue with our application for a VASP licence."

Estimates suggest that trillions of dollars are needed annually for climate change mitigation, adaptation, and loss, whereas actual financing levels are reportedly in the tens of billions. A core justification for AYA is Enjinstarter's belief that a Web3 launchpad can help bridge this climate financing gap by providing a blueprint for private financing mechanisms and fair capital distribution. Retail investors, in particular, with their trillions in investable wealth, stand to benefit greatly from increased access to high-impact startups. ■

FINTECH FOR GOOD: NEW INNOVATIVE PAYMENTS PLATFORM FILS TO TRANSFORM THE WORLD OF ESG

Nameer Khan,
Founder and CEO,
Fils

Fils is a first of its kind infrastructure that is powering sustainable action with an API that seamlessly connects digital payments infrastructure, bringing individual, corporates and impact projects together. This is a B2B2C which will make it easier for businesses to act on the core values of ESG, ensuring that they play a role in creating a more sustainable planet.

Fils, a groundbreaking fintech platform, has launched to help global businesses turn intent into action when integrating sustainable values into the core of digital payments. The new innovation paves the way for trust and safety in carbon markets, bringing together buyers with capital, and suppliers with high-integrity carbon credits, at the rate and scale required to rebalance the planet.

Designed as a holistic, enterprise-grade B2B2C product offering, Fils leverages the power of leading technologies for its end-to-end infrastructure to transform various industries, including financial services, hospitality, and e-commerce. This makes it easier for businesses to act on the core values of Environmental, Social, and corporate Governance (ESG).

With major partnerships with some of the leading names in the industry, soon to be announced – the company has been founded by Nameer Khan, a respected future fintech leader who has been recognised by his peers for his outstanding contributions to industry-wide growth and collaboration. He is also Chairman of the MENA Fintech Association (MFTA).

Fils' unique pillars of technology are poised to transform the world of ESG, through an API-first digital payment infrastructure that makes sustainability a lifestyle and can be easily embedded into platforms across sectors.

The launch of Fils comes ahead of COP28, further reinforcing the need to act now. The global climate crisis is a pressing issue that can no longer be ignored; however, many companies fail to incorporate climate action into their core operations and transactions. ESG values are here to stay, thanks to consumer and investor demand for greater transparency and social responsibility from businesses.

Companies across all industries are increasingly looking to align their ambitions with ESG principles and pursue opportunities that offer long-term societal benefits and business growth.

In a bold stride towards sustainable business practices, Fils aims to address ESG implementation challenges head-on, making it easier for businesses to play a vital role in driving a more sustainable future - one that is not only climate-neutral but also one that supports the most vulnerable in society - the financially excluded and those most impacted by global disasters.

Commenting on the launch of his new company, Nameer Khan said. "Fils is a catalyst for the evolution of ESG enforcement and has the right team, technology, experience and expertise to lead the market. With our robust infrastructure, it spells the end of greenwashing and clears a path towards greater accountability and implementation of actionable outcomes that can improve the sustainability of the world we live in." ∎

SMART PROPERTY DEMAND TO SURGE AMONG LUXURY REAL ESTATE BUYERS IN THE UAE

Arash Jalili,
Founder and Chief
Executive Officer of
Unique Properties

Unique Properties, a leading real estate agency located in Dubai, has noted a compelling trend in the preferences of luxury homeowners, highlighting the theme of smart homes as the epitome of modern opulence in architecture and interior design. This prestigious agency underscores that, amid the evolving real estate landscape, the UAE's property sector continues to thrive with a particular focus on luxury residences. Furthermore, the burgeoning appetite for a holistic luxury living experience in Dubai's market is captivating the attention of international investors and end-users alike.

The luxury real estate industry is ever-evolving as affluent individuals seek properties that push the boundaries of living spaces and developers are ramping up their efforts to modernize offerings and align with country-wide mandates such as UAE Net Zero 2050 and the Dubai 2040 Urban Masterplan. While noteworthy real estate transactions have showcased a profound appreciation for architectural prowess, such as the acquisition of the "Marble Palace" in Emirates Hills which is adorned with 700,000 sheets of gold leaf,

today's investors and buyers are in pursuit of more than just extravagant materials.

With rising demand from wealthy individuals seeking residences with abundant amenities, the smart home market in the UAE is receiving increased interest from investors and buyers alike; this segment is growing by a compound annual growth rate (CAGR) of 11.13% and is anticipated to resulting in a projected market volume of $113.8 million by 2028. This promising outlook is due to a surge in demand for smart home technology which is being driven by the UAE's focus on innovation and luxury living.

Arash Jalili, Founder and Chief Executive Officer of Unique Properties, commented: "Dubai is set to welcome 4,500 new millionaires this year, further cementing its status as not only a prime destination for luxury real estate but also the top-most choice surpassing major players like New York and Paris. To keep leading this dynamic market, it is crucial to remain attuned to emerging trends and strategic enhancements that distinguish properties with an unmistakable touch of luxury - while elevating the UAE's overall stature and reinforcing Dubai's position as an unparalleled city.

Historically and consistently, luxury real estate buyers and investors globally have demonstrated evolving preferences in their quest for living spaces. A trend that has become increasingly evident is the shift towards modern and technology-integrated homes with contemporary interiors. Buyers are drawn to new constructions featuring open-concept floor plans, and futuristic features. The demand for smart home automation has been a prominent global trend in recent years; before the pandemic, 81% of luxury agents reported that their clients were seeking smart homes with features like voice-activated technology and energy-efficient features. As the real estate landscape continues to evolve, developers must meet this ever-growing demand, ensuring a harmonious blend of luxury and innovation for discerning buyers." ■

DUBAI COLLEGE OF TOURISM'S DUBAI WAY PLATFORM CROSSES A MAJOR MILESTONE OF 100,000 USERS

Dubai College of Tourism (DCT), part of the Dubai Department of Economy and Tourism (DET), is a vocational education institution that allows students to gain both academic knowledge and career experience, providing a hands-on approach that is unrivalled within the industry. Offering skills-based training across four core areas - Tourism, Hospitality, Culinary Arts and Events - DCT also launched an innovative online training platform called Dubai Way in 2017, aimed at enhancing the skills of individuals within Dubai's thriving tourism sector. Recently, reaching a significant milestone, Dubai Way has seen its active user base soar to over 100,000 individuals, with more than 200,000 courses completed.

Dubai Way's achievement highlights the profound impact of DCT in uplifting the knowledge and standards of the city's tourism workforce, showcasing its pivotal role in driving educational programmes and skills development in the region. Two pivotal initiatives in 2023 have significantly contributed to the remarkable strides DCT has made in the realm of vocational education.

The first significant development is the introduction of the Autism & Sensory Awareness training programme, hosted on the Dubai Way platform. This programme has been successfully completed by over 10,000 students, showcasing Dubai's steadfast commitment to inclusive tourism and accessibility, guaranteeing a welcoming environment for all visitors. Additionally, the "Pathway to COP28 UAE" training course has been pivotal in attracting more students to the Dubai Way platform. This course aims to educate individuals on sustainable tourism and environmental practices, solidifying the platform's position as a comprehensive educational resource.

The considerable increase in visitor satisfaction can be attributed to the platform's emphasis on comprehensive service training and its commitment to delivering exceptional service to all visitors, in particular to People of Determination (PoD). A key measure of this achievement is the visitor satisfaction survey, which revealed a substantial increase in positive feedback. While the platform's role is pivotal, other factors have also played a part in elevating visitor satisfaction. Notably, specialised training, specifically aimed at the workforce interacting with tourists, such as taxi drivers, has had a significant impact on the overall visitor experience. These courses have been particularly beneficial in equipping taxi drivers, often the initial point of contact for many tourists, with the necessary knowledge and skills to foster a welcoming and inclusive environment for all visitors, including People of Determination. While this training platform has contributed significantly to enhancing visitor satisfaction, other elements, such as infrastructure, attractions, and general service standards, also contribute to the overall experience.

Dubai's commitment to inclusivity extends to its vision of becoming a Certified Autism Destination. The accomplishments of leading venues such as MOTIONGATE Dubai, Emaar Hospitality Group hotels and The Green Planet, which have received the Autism Friendly Certification (CAC designation), underscore Dubai's commitment to setting a global standard for accessible and inclusive tourism. ■

Tadweer and Abu Dhabi Airports to explore circular economy at 5 airports

Tadweer, Abu Dhabi Waste Management Company and Abu Dhabi Airports have signed a Memorandum of Understanding aimed at exploring progressive waste management practices across the Emirate's five airports and paving the way for achieving a circular economy.

Under the terms of the MoU, Tadweer and Abu Dhabi Airports will collaborate to raise awareness on providing comprehensive waste management solutions at the airports, increasing the diversion of waste from landfills, developing tailored monitoring and reporting, which promotes circularity within the airport ecosystem and contributes to realizing Abu Dhabi's commitment to sustainable waste management.

Their collaboration with Abu Dhabi Airports is a testament to their unwavering commitment to redefining waste management in the Emirate and keeping pace with the global transition towards a circular economy. This partnership aligns with Tadweer's mission to build an integrated waste management system and drive the conversion of waste into an economic asset. They are excited about the opportunities this partnership presents to drive a sustainable and greener future for Abu Dhabi.

Honeywell's regional headquarters in Dubai achieves WELL Health-Safety Rating

Honeywell announced that its regional headquarters in Dubai, UAE, is its first office globally to achieve the WELL Health-Safety Rating from the International WELL Building Institute. The rating recognizes the holistic approach taken by Honeywell to support employee and occupant well-being, including creating a healthier indoor environment, as well as implementing health and wellness policies.

The 18,700-square-foot facility located in Emaar Business Park, Dubai, incorporates Honeywell's latest building controls, fire and life safety, security, energy and carbon management and indoor air quality technologies – all of which gave the building an edge in the WELL Health-Safety Rating assessment.

Honeywell achieved the rating for its efforts to improve the building's IAQ by reducing particulate exposure and managing mold and moisture levels, as well as water quality monitoring. Cleaning procedures and efforts to reduce contact with surface areas through frictionless access were also recognized.

Honeywell's advanced and ready now Healthy Buildings portfolio can help improve occupant well-being, meet energy efficiency goals and, importantly, change the way occupants experience a building. Additionally, as a WELL Enterprise Provider, Honeywell delivers a comprehensive suite of WELL solutions at the enterprise scale to help improve quality of life inside buildings.

Honeywell solutions go beyond providing operational efficiencies by also supporting the overall occupant experience. This recognition is a great example of how their ready-now solutions can demonstrably help organizations across the region to prioritize and improve indoor environments and boost their building operations to achieve ESG targets and support broader national sustainability goals.

Boeing partners with NASA, United Airlines to measure how sustainable fuel affects contrails

In a collaboration to strengthen sustainability in aviation, Boeing is partnering with NASA and United Airlines for in-flight testing to measure how sustainable aviation fuel affects contrails and non-carbon emissions, in addition to reducing the fuel's life cycle climate impact.

Boeing's second ecoDemonstrator Explorer, a 737-10 destined for United Airlines, will fly with 100% SAF and conventional jet fuel in separate tanks and alternate fuels during testing. NASA's DC-8 Airborne Science Lab will fly behind the commercial jet and measure emissions produced by each type of fuel and contrail ice particles. NASA satellites will capture images of contrail formation as part of the testing.

The researchers aim to understand how advanced fuels, engine combustor designs and

other technologies may reduce atmospheric warming. For example, tests will assess how SAF affects the characteristics of contrails, the persistent condensation trails produced when airplanes fly through cold, humid air. While their full impact is not yet understood, some research has suggested certain contrails can trap heat in the atmosphere.

The project is the latest phase in a multi-year partnership

between Boeing and NASA to analyze how SAF can reduce emissions and enable other environmental benefits. Compared to conventional jet fuel, SAF – made from a range of sustainably produced feedstocks – can reduce emissions by up to 85% over the fuel's life cycle and offers the greatest potential to reduce aviation CO2 over the next 30 years. SAF also produces less soot which can improve air quality near airports.

Agility Warehouses in Cote d'Ivoire first in West Africa to receive EDGE Advanced certification

Agility, a supply chain services, infrastructure and innovation company, announced that the warehouses at its Agility Logistics Park in Abidjan are the first in Cote d'Ivoire and West Africa to receive EDGE Advanced certification as green buildings.

EDGE, Excellence in Design for Greater Efficiencies is the global standard for energy-efficient buildings, a certification system overseen by the International Finance Corp. (IFC), an arm of the World Bank. Basic EDGE certification requires a minimum projected reduction of 20% energy use, water use and "embodied

energy" in materials when benchmarked against a standard local building.

Agility received EDGE Advanced certification for the current 27,000 SQM of warehousing at its Abidjan park. EDGE Advanced buildings are "zero-carbon ready" structures that are at least 40% more energy efficient than others in the market.

The EDGE Advanced warehouses in Agility's Abidjan park provide energy savings ranging from 57% to 74%; water savings ranging from 53% to 57%; and construction materials containing 63% to 69%

less embedded carbon. Energy efficiency was enhanced through reduced window-to-wall ratios, insulated roofing and exterior walls, and special lighting. Water use was lowered through use of bathroom and kitchenette plumbing systems that conserve water. Roofing, slab, exterior wall materials, and window glazing materials lowered the amount of embedded carbon.

PETRONAS Lubricants launches new NEV Fluids Business Unit for electric vehicles market

PETRONAS Lubricants International announced the launch of its new NEV Fluids Business Unit to support the research, development, and marketing of lubricant solutions specifically designed for the electric vehicle market.

Creating an innovative division is responding to the growing demand across EMEA for EVs. It will be led by James Mark, former EMEA Marketing Director, in the newly created role of Head of NEV Fluids. In 2022, one in seven passenger cars bought globally was an EV – a sales increase of 60% versus 2021. This figure will only increase as European legislations and incentives to reduce emissions are implemented, as well as a desire by consumers to drive more sustainably.

Considering the fact that the Middle East has awareness on electric vehicles, especially the UAE, where 95% of the population is familiar with the concept of owning an electric car, and 7 out of 10 consumers are interested in learning about the cost-effective aspects of electric vehicles (EVs); as per a study by General Motors. It is important to note that the obstacles to owning hybrid and electric vehicles differ regionally due to varying costs and infrastructure. Additionally, according to the global electric mobility readiness index published in 2022, the demand for EVs in the UAE market has continued to rise and is projected to grow at a compound annual growth rate (CAGR) of 30% between 2022 and 2028.

The ministry is also working to create an EV GCC Corridor, to establish fast charging stations on the border between Saudi Arabia and Oman, facilitating the movement of EVs between countries. And, according to the Dubai Media Office, the electric vehicles' green charging stations in the emirate will increase from 370 to more than 1,000 stations in less than three years.

Acer TravelMate P6 14 laptop, Acer ebii E-bike 2023, recognised by Good Design Awards

A mix of Acer products received the 2023 Good Design Awards, headlined by its sustainability-focused products in the Acer ebii e-bike and several devices from the eco-conscious Vero line which include monitors, a set of peripherals, and an energy-saving projector. Awards were also handed to the Acer TravelMate P6 14 business laptop, Predator Triton 17 X gaming laptop, Acer Aspire S Series all-in-one desktop, Acer Revo Box mini-PC, and the Acer Connect Enduro M3 Mobile Wi-Fi. This year's list of winning products highlights the company's design innovation in serving

multiple segments and lifestyles.

Since 1957, the Good Design Awards from Japan has sought to recognize companies and creators who develop "empowering designs" that bring about social contributions and push the boundaries of design possibilities. This year's entries were assessed by a jury of experts based on the criteria of human, industrial, social, and time perspectives. The chosen winners have embodied this year's theme of "design and outcomes", emphasizing the creators' diverse perspectives and growing awareness of various issues through their ideas and the actions done for their works to take shape.

Etihad Cargo adds Instant Offer Rate tool to enhance carrier's online booking portal

Etihad Cargo, the cargo and logistics arm of Etihad Airways, has launched an innovative Instant Offer Rate tool, further enhancing the carrier's online booking portal to streamline the booking process, provide faster response times and offer improved levels of customer service.

Developed in collaboration with IBS Software, Etihad Cargo's IOR solution will enable the carrier to boost efficiency, reducing pricing transaction times by up to 70 per cent. Utilising automation, the new IOR feature will enhance the booking experience for Etihad Cargo's partners and customers. Prices are instantly generated based on five key booking and flight parameters, including density, departure day, direct and indirect flights, flight demand and requested services. Using this data, the IOR solution will provide the best available price to customers within a few seconds, offering a seamless, user-friendly booking process via Etihad Cargo's online portal.

The launch of the IOR solution is the latest feature to be added to Etihad Cargo's booking portal, following the recent addition of features enabling the booking of cats, dogs and dangerous goods. The carrier remains committed to enhancing customer service with the development and implementation of customer-centric features and tools as part of its ongoing digitalisation strategy.

Honeywell announces its Advanced Air Mobility business has contracts over $10 billion

Honeywell announced its Advanced Air Mobility business unit has secured contracts worth over $10 billion. Since its formation just over three years ago, the unit has developed vital partnerships with industry leaders such as Archer Aviation, Lilium, Pipistrel, Supernal and Vertical Aerospace. The $10B in wins represents Honeywell's assessment of the lifetime value of awards using an internal forecast of the number of AAM vehicles the company expects to be built.

Honeywell's comprehensive product portfolio of ready-now solutions has been the cornerstone of its successful entry in the AAM market. The offerings, based on generations of experience across all sectors of aerospace, act as the brains, muscles and senses of the aircraft. Honeywell Anthem, a next-generation avionics system, serves as the "brain" behind intuitive cockpit operations. Honeywell's fly-by-wire solutions and custom-built actuation systems function as the "muscles," providing precise flight controls and the necessary redundancy for these advanced vehicles. Our diverse range of sensors such as RDR-84K radar and AH2000 attitude heading reference system adds the "senses," making these aircraft not just smart but also aware of their environment.

"Honeywell's nose-to-tail technology is a game-changer, setting the standard for safety and sustainability while providing an

unprecedented user experience for our pilots," said Yves Yemsi, chief operating officer of Lilium.

The footprint of Honeywell's AAM business spans North America, Western Europe and India. This global presence has not only enabled Honeywell to meet customer needs more efficiently but has also opened doors to a rich diversity of talent and perspectives, further enriching its approach to the market.

Serco to support Red Sea Airport in Saudi Arabia by providing specialist services

Serco, a leading provider of essential services, has been awarded an eight-year contract to deliver aviation fire rescue and paramedical services at Red Sea International Airport in Saudi Arabia. The contract, valued at SAR 157m, was awarded by daa International who are the airport operators for Red Sea International Airport.

Serco will support the Red Sea International Airport, a new key hub in Saudi Arabia, by providing specialist capabilities to enable

Category 7 services, which require specialist trained fire rescue and paramedic personnel. To service the contract, Serco has hired a highly skilled team of 65 professionals to provide critical

fire and rescue services at Red Sea International Airport.

The personnel will operate and maintain a modern fleet of highly specialised emergency vehicles and equipment to assure the safety of airport operations. These services are crucial to meet the regulatory requirements set by the General Authority of Civil Aviation (GACA) and to ensure the safety and security of all airport operations.

In the lead up to the contract start date, Serco has attracted and trained Saudi nationals to fulfil the entire critical operation of the emergency dispatch and control room function.

AVEVA achieves AWS Energy Competency helping transform complex industrial systems

AVEVA, a global leader in industrial software, driving digital transformation and sustainability, announced that it has achieved Amazon Web Services Energy Competency status. The distinction recognizes AVEVA's expertise in helping customers leverage AWS' cloud technology to transform complex industrial systems and accelerate the transition to a sustainable energy future.

AVEVA is one of just seven companies to hold the AWS Energy Competency Status for New Energies, out of more than 7,000 listed AWS Partners.

AWS Energy Competency Status underscores AVEVA's proven customer success in developing solutions across the value chain – from the production design and build phase, to asset operations and optimization, including for new energy solutions.

AWS enables scalable, flexible, and cost-effective solutions from startups to global enterprises. To

support the seamless integration and deployment of these solutions, AWS established the AWS Competency Program to help customers identify AWS Partners with deep industry experience and expertise.

Digital tools available today could contribute up to 20% of the reductions in greenhouse gas (GHG) emissions needed to hit the 2050 net-zero trajectories laid out by the International Energy Agency (IEA) for the energy, materials and mobility

industries. AVEVA delivers purpose-built industrial software solutions that help enterprises across industries to manage energy demand, optimize enterprise operations, and track and measure emissions. On the supply side, AVEVA solutions support the expansion of the entire energy system, helping low-carbon pioneers to reduce the cost of technologies at the demonstration or prototype phase, such as clean hydrogen and carbon capture at scale.

Thales' AVANT Up's Optiq 4K QLED HDR screens selected by Emirates for its new 777X aircraft

Thales' AVANT Up was also selected by Emirates in 2022 for their new A350 fleet to bring an unmatched quality of experience to customers. AVANT Up's Optiq 4K QLED HDR screens deliver superior cinematic viewing experience every time. To enrich customer engagement, Emirates has chosen several AVANT Up digital services. Passengers will enjoy new personalization features with curated recommendations; they will be able to seamlessly sync their personal electronic devices with the IFE screen to provide a multi-screen experience that goes beyond expectations. The system will be enhanced with user interfaces enabling visually impaired passengers to have an immersive experience.

Each screen is designed with in-screen USB-A and USB-C charging ports allowing passengers to fast-charge all their devices during the flight. Passengers can pair Bluetooth devices to the display while also charging their phone and iPad so they can arrive at their destination recharged, entertained, and relaxed.

Emirates is elevating the entertainment offer on their award-winning 'ice' system using a state-of-the-art live TV solution and will unveil new-to-industry event streaming and DVR capabilities. Enabled by Thales technologies, Emirates will redefine the types of content available onboard.

89% UAE technology leaders confident their current technology can fuel business growth

The UAE is taking a proactive stance in the world of technology, leading the way in adopting innovative technologies. An impressive 89% of technology leaders in the UAE are confident that their current technology can effectively fuel business growth and enhance organizational development. This level of confidence surpasses that of their global counterparts by a significant 16%, as highlighted in the recently released KPMG UAE Tech report for 2023, titled "Tech Trailblazers: Navigating the Next Digital Frontier."

Mohamad Majid, Partner, Digital and Innovation at KPMG Lower Gulf said: "The UAE's digital transformation leaders are committed to their innovation priorities and realizing value at pace, despite the headwinds of global economic uncertainty. This year's KPMG UAE Tech Report provides insights into how the nation's tech leaders are forging a path of innovation and technology-driven growth, setting a global example for strategic AI adoption, prioritizing ESG and cybersecurity, and advancing business technology."

The UAE's strategic focus on AI and machine learning (ML) and commitment to transformative technologies is shared by CTOs. Based on the KPMG study, a significant 53% of tech leaders in the UAE recognize AI as a key driver for fulfilling their short-term objectives. The study also highlights other technology

Mohamad Majid,
Partner, Digital and Innovation at KPMG Lower Gulf

preferences of respondents for achieving these short-term goals, with edge computing (43%) and quantum computing (41%) emerging as highly valuable options. Interestingly, the Metaverse, although at 29%, still showcases potential, suggesting that it's an evolving concept rather than an immediate competitor to innovative technologies.

Ooredoo Qatar upgrades network inventory management solution from Ericsson

(L) Kevin Murphy,
Vice President and Head of Ericsson Levant Countries and Global Customer Unit Ooredoo Group, Ericsson Middle East and Africa and
(R) Günther Ottendorfer,
Chief Technology & Infrastructure Officer at Ooredoo Qatar

Ericsson and Ooredoo Qatar successfully executed an upgrade of Ericsson Adaptive Inventory, a cutting-edge network inventory management solution deployed across the communication service provider's networks, to meet growing technology demands. Covering different generations of networks, including 5G, the project leverages the latest advancements in telecommunications technology to expand the potential for digitalization and improve efficiency.

EAI empowers Ooredoo Qatar to streamline its operational environment with a single network view across systems, taking its inventory management to new heights. It will help Ooredoo Qatar optimize its network infrastructure and resource utilization, increase data visibility, accelerate workflows and improve operational efficiency.

Günther Ottendorfer, Chief Technology & Infrastructure Officer at Ooredoo Qatar, says: "Ericsson, a leader in the telecommunications industry, is a long-standing trusted partner on our journey of boosting our network capabilities. The company equips us with the latest innovative products that allow us to drive cost reductions and make the best use of our resources through an efficient operation while providing a great customer experience as increased productivity and reduced work orders transition time."

Kevin Murphy, Vice President and Head of Ericsson Levant Countries and Global Customer Unit Ooredoo Group, Ericsson Middle East and Africa, says: "Ericsson is pushing the boundaries of innovation to meet the evolving needs of CSPs and customers. In this context, Ericsson drives Business and Operations Support Systems development to enable CSPs such as Ooredoo Qatar to create new value in an increasingly digital economy while bringing significant enhancements to the current business in OSS/BSS."

Al Masaood Automobiles recognised for digitisation of Nissan Aftersales services

Al Masaood Automobiles, the authorized distributor of Nissan cars in Abu Dhabi, Al Ain, and the Western region, has been awarded an official certification for the end-to-end digitization of their Nissan Aftersales services. The company was recognized during an exclusive ceremony attended by AMA and Nissan representatives, with the certificate being presented by Carole Gaultier, Director of Service Marketing & New Ecosystems Aftersales, Nissan AMIEO (Africa, Middle East, India, Europe, and Oceania.

Al Masaood Automobiles' certification underlines the company's dedication to providing customers with a trustworthy, accessible, transparent, and value-added experience through the new digitalised process. This comprehensive initiative harnesses advanced technology to address every facet of the aftersales service journey, enhancing customer convenience and satisfaction.

With the implementation of digital tools and processes across Al Masaood Automobiles Nissan aftersales services, customers can enjoy a streamlined and hassle-free experience, and seamlessly navigate the online service scheduling, follow-up, and payment options in a paperless process with increased efficiency. Additionally, Nissan customers can book a 60-minute Express Service, ensuring swift and effective expert support designed to accommodate the busy schedules of customers.

The company's commitment to transparency and customer satisfaction is showcased in its Interactive Multi-Point Inspection, where customers receive detailed quotations and upfront pricing information. Moreover, Al Masaood Automobiles adopts a 'street-light system' that offers customers clear communication, with color-coded indicators gauging the urgency of any required service.

Department of Health Abu Dhabi partners with M42 to access Health Information Exchange

The Department of Health – Abu Dhabi (DoH), the regulator of the healthcare sector in the emirate and Abu Dhabi Health Data Services (ADHDS), a M42 company, announced a significant step towards the provision of precision medicine in the Emirate of Abu Dhabi. The partnership will enable physicians to access pharmacogenomic reports (PGx) for consenting participants of the Emirati Genome Program through Malaffi, the Health Information Exchange (HIE) platform, operated by ADHDS. During GITEX Global Week 2023, DoH and ADHDS, signed a Memorandum of Understanding (MoU) in the presence of Ashish Koshy, Group Chief Operating Officer from M42. The MoU was signed by Dr. Rashed Obaid Al Suwaidi, Executive Director of Healthcare Workforce Planning

Sector Kareem Shahin, Acting CEO of Abu Dhabi Health Data Services, a M42 company. Based on the insights from the Emirati Genome Program (EGP), one of the largest population genomic initiatives ever undertaken, PGx reports will provide to doctors, for consenting EGP participants, with valuable information regarding their genetic profile and its influence and response to specific medications. The report will support the physicians in prescribing medication to each patient to enhance treatment outcomes and minimise the occurrence of adverse drug events. The integration of genetic data into clinical decision-making marks a significant leap towards personalized medicine and safer healthcare. The PGx reports offer insights into the compatibility of various medications,

aiding physicians in avoiding potentially harmful drug-to-drug interactions. Furthermore, the PGx reports will support reducing healthcare expenses, by initiating treatment with the correct medication and dosage upfront. On a broader scale, integrating this comprehensive genomic data within the HIE sets the stage for extensive research and advanced population health analytics. This will boost breakthroughs in personalised medicine and deepen the understanding of how genetics intricately shape drug responses, steering the healthcare landscape towards greater efficacy and safety.

SAP Concur underscores importance of embracing Working from Anywhere model

Gabriele Indrieri,
Vice President and Managing Director
for SAP Concur EMEA South

A recent study conducted by SAP Concur underscores the importance of embracing the 'Working from Anywhere' (WFA) model, revealing that companies may be jeopardising employee satisfaction by not adopting this trend. The research, spanning Europe, the Middle East, and Africa (EMEA), unveils insights that find a significant two-thirds of employees are willing to accept a salary reduction to enjoy the privilege of permanent WFA arrangements with nearly half of employees expressing a willingness to seek new job opportunities if their current employer doesn't offer this

option.

In light of this, Gabriele Indrieri, Vice President and Managing Director for SAP Concur EMEA South, emphasises the growing importance of WFA policies in the workplace. "This has become a highly coveted perk, now ranking alongside essential office job benefits like health insurance and bonuses. This shift is driven by employees' increasing desire for flexibility, a trend that some HR and finance leaders may not fully grasp."

While 75% of employees believe WFA would boost their job satisfaction, only 59% of HR and finance leaders share this

sentiment. With this in mind, Indrieri points out the most significant perceived obstacle: concerns about diminished team spirit within the company. "It's for this reason that HR leaders need to carefully assess cultural challenges when considering the adoption of WFA policies."

HOW CISOS CAN BRIDGE THE SECURITY ORGANISATION AND C-SUITE

Expected new SEC regulations will also mandate publicly traded organisations to disclose their cybersecurity governance efforts, particularly the Board's oversight of cyber risk within its larger business strategy.

As the cyber threat landscape has evolved, so too has the role of the modern Chief Information Security Officer. Gone are the days of the siloed CISO who operated from an ivory tower without a seat at the boardroom table for major organisational decisions.

Today, as digital transformation expands and business demands intensify, the modern CISO role has shifted from purely tactical to fully transformational – the, cyber quarterback of the organisation who aligns strategic planning, policy, and processes within a value-centric security architecture designed to mitigate cyber and business risk.

Protecting an organisation from cyber threats no longer falls on the CISO's shoulders alone. It is a collective responsibility spanning across the entire organisation, starting at the top with corporate leadership and extending down to every level of the enterprise. Gartner forecasts indicate that by 2026, more than 50% of C-level executives will have performance requirements related to cyber risk within their employment contracts.

Expected new SEC regulations will also mandate publicly traded organisations to disclose their cybersecurity governance efforts, particularly the Board's oversight of cyber risk within its larger business strategy. Now more than ever, positioning CISOs to serve in the capacity of a

FRANK KIM,
SANS Institute Fellow and Cloud Curriculum Lead

> " From nation state adversaries driven by geopolitical tension to digital extortionists driven by organised crime, the cyber threat landscape is now malicious and highly sophisticated. "

transformational leader is critical to enterprise health.

PRIORITY

The transformational CISO is the bridge between cybersecurity and the C-Suite. With that said, they must be able to effectively articulate the link between cyber incidents and business disruption in a way that resonates with various stakeholders of the organisation. This requires a holistic understanding of cyber risk's three fundamental tenets: threats, vulnerabilities, and impact.

Historically, CISOs focused primarily on the tactical aspects of cyber risk without consideration of the bigger picture. Deploying security tools to identify threats and address vulnerabilities was bread and butter, but assessing the bigger picture was more of a foreign concept. However, the proliferation of cyberattacks on a global scale has added a myriad of new variables to the equation.

From nation state adversaries driven by geopolitical tension to digital extortionists driven by organised crime, the cyber threat landscape is now malicious and highly sophisticated – and it is evolving as we speak. In turn, the modern CISO must operate beyond day to day operations with a targeted focus on the bigger picture.

Deciphering the impact of cyber risk requires visibility into the organisation's crown jewels. These are the processes and assets that create the

biggest market advantage, revenue growth, and sustained success. Obtaining that level of understanding is only possible through calculated communication with corporate leadership.

Instead of merely asking the C-Suite what cyber threats keep them up at night, a more effective line of questioning could be, What product or service offerings does our market success depend on right now? Which key differentiators are critical to rising above industry competitors?

Then, with deeper insight into the organisation's highest-value assets, CISOs can construct a security architecture designed to safeguard critical processes and minimise business disruption.

CULTURE

The transformational CISO is responsible for fostering a company-wide culture of cyber resilience where all employees play a role in safeguarding the organisation. However, generating that collective cannot be accomplished through static engagement and one-size-fits-all training that lack contextual awareness. It compares quite nicely to the challenges of parenting a teenager.

Just because we know what is best for our kids does not mean they will always do what we tell them. But if we can effectively illustrate the value behind our advice – and that we are offering it with their best interest in mind – there is a far better chance it

> Instead of asking the C-Suite what cyber threats keep them up at night, a more effective line of questioning could be, what product or service offerings does our market success depend on right now?

will translate to positive action.

The same goes for CISOs tasked with building a culture of cyber resilience. We cannot expect standard sets of policies or routine training to automatically translate into 100% staff-wide security compliance. For internal engagement to resonate, it must be scaled to the individual end user and designed with personalisation in mind –

offering valid reasoning that a non-technical workforce can understand.

When given a paved road of proven protocols to follow, employees will be more inclined to follow protocols and keep the organisation safe. Compounded at a macro level, it creates a dynamic where security awareness is ingrained into day-to-day workflows as part of an overarching company culture.

SUCCESS

As a CISO myself, I will be the first to acknowledge that engaging the C-Suite on cybersecurity matters is not always smooth sailing. I once met with a CFO to secure her buy-in for a particular security business case we wanted to adopt. Just a few minutes in, she stopped me and said, Frank, we get it. We know our cybersecurity measures need to be top of mind. For a fleeting moment, I began to feel the meeting was headed in the right direction.

Except then came the dreaded B word. She continued, but what we really want to know is, are we spending too much? Are we spending too little? How are we doing compared to our industry peers?

If I were not prepared to address her concerns, the whole business case we were proposing could have been derailed, resulting in unaddressed issues that could leave our business at risk. These are the kinds of questions that C-level executives are asking their security leaders every day.

To effectively answer them, keep these five areas of focus in mind.

RIGHT FRAMEWORK

Select an industry recognised framework that not only aligns with your organisation's risk

profile, but also demystifies cybersecurity measures to the C-Suite and Board. The NIST Cybersecurity Framework, for example, helps simplify the complexities of security in a way that can be more easily consumed by business leaders.

MEASURE MATURITY

It is not enough to simply adopt and leverage a security framework. As you implement its various controls, make sure to baseline and measure the maturity of your top security capabilities. That way, progress can be monitored over time.

BENCHMARK PEERS

An organisation's level of cyber spend should be relative to its risk profile. But as your maturity improves, identify how the organisation's security architecture is performing in relation to the sector at large – that can help determine if you are spending too much or too little.

OPTIMAL TARGET

Organisations on the high end of the maturity spectrum may decide to compare themselves to a more mature industry as a stretch goal. But even if you stay within your industry for comparison purposes, set a maturity goal that is always based on a deep understanding of business risk.

MEASURE EFFECTIVENESS

Even with a well-defined framework, maturity model, benchmark, and goal in mind, one key question remains: are you using your limited resources effectively? As organisations deploy, maintain, and operate their security programme, continuous measurements and assessments should be non-negotiable. ■

YANGO DRIVES UAE'S SUSTAINABLE MOBILITY REVOLUTION

The intersection of visionary leadership, a thriving innovation ecosystem, and cutting-edge technology is propelling the nation into a pioneering role in the digital transformation of transportation. At the forefront of this revolution is Yango, a dynamic player in the UAE's tech-driven transportation sector. In an exclusive interview, Yango's spokesperson, by Islam Abdul Karim, General Manager, Yango GCC provides profound insights into the strategic initiatives, sustainability goals, and the pivotal role of technology reshaping the future of mobility in the UAE.

THE UAE'S STRATEGIC LEAP INTO DIGITAL TRANSFORMATION

The UAE has strategically positioned itself as a global leader in the digital transformation of transportation, leveraging its world-class infrastructure and visionary leadership. With an extensive road network and the iconic Dubai Metro system, the nation has been at the forefront of transportation innovation. Now, the focus is on embracing the digital realm to enhance speed, convenience, and efficiency. Dubai's Roads & Transport Authority (RTA) plays a pivotal role in this transformation, championing a comprehensive strategy founded on key drivers such as artificial intelligence (AI), smart revenues, and the Internet of Things. This strategy aligns with the UAE's goal of becoming a leader in digital transportation, a vision shared by tech-driven platforms like Yango. The UAE's logistics market is projected to experience a robust compound

ISLAM ABDUL KARIM,
General Manager,
Yango GCC

annual growth rate (CAGR) of over 8.4 percent, reaching $31.4 billion by 2026.

SUSTAINABLE TRANSPORTATION INITIATIVES: A MULTI-FACETED APPROACH

The UAE's commitment to sustainability is exemplified through diverse initiatives that promote environmental responsibility. Incentives for electric vehicle (EV) buyers, free charging stations, and a broader focus on innovation and renewable energy form the backbone of the nation's sustainability goals. Yango, recognizing the transportation sector's significant carbon footprint, is actively contributing to sustainability efforts. The rise of ride-hailing services is reducing traditional car

ownership, aligning with the UAE's ambitious target to reduce carbon emissions by 40% by 2030. Autonomous vehicles and micro-mobility solutions like e-scooters and e-bikes are becoming integral to the sustainable transportation landscape, presenting a promising trajectory towards a greener future.

The UAE declared 2023 the "Year of Sustainability" and set a target to reduce carbon emissions by 40% by 2030, hosting COP28 to boost visibility on these goals. Initiatives such as incentives for EV buyers and a focus on innovation and renewable energy serve as catalysts aligning perfectly with Yango's future goals. One prominent trend in the transportation industry is the decline of traditional car ownership, largely thanks to the rise of ride-hailing services. These not only offer greater convenience but also contribute to reducing the number of privately owned vehicles on the road. With fewer cars on the road, we can anticipate a reduction in carbon emissions and traffic congestion, aligning with the UAE's ambitious sustainability goals. Yango is particularly excited about developments in autonomous vehicles and micro-mobility solutions. Self-driving cars have the potential to enhance road safety and increase transportation efficiency. Meanwhile, micro-mobility like e-scooters and e-bikes offer practical last-mile solutions that integrate with public transportation, encouraging individuals to make choices that minimize their carbon footprint. Shared mobility platforms have emerged as alternatives to traditional car ownership, offering users more flexibility and cost-effectiveness. Unlike

traditional car rentals, which often require a minimum 24-hour commitment, car-sharing services can charge users based on their actual usage, down to the minute.

AI AND BIG DATA: TRANSFORMING TRANSPORTATION DYNAMICS

The integration of artificial intelligence (AI) and big data into transportation systems is catalyzing a transformative evolution. Yango utilizes smart technologies and the Internet of Things (IoT) to optimize routes, reduce wait times, and mitigate emissions. As the UAE embraces these technologies, the transportation sector undergoes a paradigm shift towards efficiency and sustainability. Yango's commitment to utilizing AI and big data aligns with the broader goal of shaping a more responsive, efficient, and sustainable future for transportation in the Middle East. In the UAE, we are fortunate to have a world-class infrastructure, thanks to the visionary leadership that has enabled us to make significant advancements in transportation. From the development of an extensive road network to the introduction of the full-fledged Dubai Metro system plan, we have been at the forefront of transportation innovation. Dubai's Roads & Transport Authority, as a key player, champions digital transformation with a comprehensive strategy built on nine key drivers: artificial intelligence, smart revenues, the Internet of Things, smart city initiatives, big data analytics, governance, security systems, process automation, future transformation, and smart services.

SUCCESS STORIES AND NOTABLE

ACHIEVEMENTS

Dubai's RTA has spearheaded transformative initiatives, including the 'Dubai in Motion' project, utilizing data for mobility models and efficient public transport. The S'hail app, offering real-time updates and optimal route suggestions, showcases the city's commitment to technological advancements in transportation. Yango, as a key player in the UAE's digital transformation, has experienced success in promoting sustainable logistics. Platforms like Saloodo!, connecting reliable suppliers, and innovations like the 23,500-sqm EV Hub in Dubai South underscore Yango's commitment to efficiency and sustainability. The UAE's long-term vision for the digital transformation of transportation carries substantial implications for the country's overall development goals. According to a recent report by Global Industry Analysts, global spending on digital transformation in the logistics industry is expected to skyrocket from $3 billion in 2020 to approximately $84.6 billion by 2027. In practical terms, this means the UAE is gearing up to adopt digital solutions that promise enhanced productivity, cost reduction, faster decision-making based on data, improved communication between departments, and better customer service.

YANGO'S ROLE IN ENHANCING SUSTAINABLE TRANSPORTATION

Yango's technologies play a pivotal role in enhancing the efficiency and effectiveness of sustainable transportation solutions in the UAE. Advanced mapping, routing, and navigation systems utilize data analytics, AI, and machine learning (ML) for optimal route planning. This not only reduces travel time but also minimizes fuel consumption and carbon emissions. We are committed to providing tailored transportation services in the Middle East while minimizing our environmental impact. As sales in the electric vehicles (EV) sector have more than tripled in the past three years, around 15% of our fleet consists of EVs, and we are actively exploring

> **Our commitment to innovation, AI, and environmental responsibility reshapes the future of mobility in the region, driving towards a greener, more efficient tomorrow.**

opportunities to increase this percentage, aligning with the UAE's sustainability goals of achieving net-zero emissions by 2050.

GOVERNMENT POLICIES AND COLLABORATIONS: DRIVING INNOVATION

Government policies and collaborations with the private sector play a crucial role in driving innovation in transportation technologies. Yango sees the collaborative environment of the UAE as instrumental in fostering innovation. The country's entrepreneur-friendly atmosphere attracts global tech companies, facilitating advancements in the transportation industry.

ADDRESSING CHALLENGES FOR SUSTAINABLE SOLUTIONS

One of the challenges encountered during the implementation of sustainable transportation solutions in the UAE is the projected increase in private car ownership. Projections suggest that private car ownership in the UAE may reach 293 cars per 1,000 residents by 2028 while ride-hailing users might reach 3.25 million by 2027. To address this challenge, initiatives like the Dubai Urban Plan 2040 envision a more compact and efficient city structure. By designing urban environments that encourage shared mobility and reduce the need for private car ownership, the UAE aims to counterbalance the growth in car ownership. Ride-hailing platforms like Yango play a pivotal role in providing an aggregated transportation solution, reducing the number of cars on the road, carbon emissions and congestion.

LONG-TERM VISION FOR DIGITAL TRANSFORMATION

Looking ahead, the future of transportation in the UAE holds great promise, driven by changing consumer preferences and the global sustainability movement. The decline in traditional car ownership, facilitated by platforms like Yango, indicates a shift towards shared mobility. In just a year, the number of active Yango users globally has tripled, marking a 200% growth and over 150 million rides. These figures emphasize the increasing demand for innovative shared mobility platforms. ◾

SALOODO! LOGISTICS REVOLUTION

Explore the UAE's transformative logistics landscape, where Saloodo! emerges as a catalyst for innovation, sustainability, and strategic alliances, reshaping the future of transportation.

The United Arab Emirates is at the forefront of a revolutionary shift in transportation, marked by a steadfast commitment to digital transformation. Tobias Maier, CEO of Saloodo! Middle East and Africa, provides invaluable insights into the UAE's strategic positioning, sustainable initiatives, technological integrations, and transformative collaborations that are steering the evolution of its transportation sector.

POSITIONING AS A GLOBAL LEADER:

The UAE's strategic positioning as a global leader in the digital transformation of transportation is a multifaceted endeavor. At the heart of this strategy lies the nation's role as a pivotal trade hub, with a logistics market projected to surge to $31.4 billion by 2026 at an impressive CAGR of over 8.4 percent. The government's proactive stance is evident in the unveiling of the 10 Economic Principles, a comprehensive framework designed to attract top talent, foster world-class transport and logistics infrastructure, embrace a globally open free-market economy, and maintain a robust financial system. This strategic blueprint not only positions the UAE as a leader but also lays the foundation for future growth and innovation in the digital transportation domain.

SUSTAINABLE INITIATIVES AND ENVIRONMENTAL RESPONSIBILITY:

Central to the UAE's transportation evolution is a robust commitment to environmental responsibility, with a pronounced focus on sustainable initiatives. A standout effort in this regard is the push for the adoption of electric vehicles, specifically electric trucks. DHL Global Forwarding, under Tobias Maier's astute leadership, is spearheading this initiative, introducing electric trucks into its fleet. This tangible step aligns with global sustainability goals, showcasing the UAE's commitment to responsible economic development and a greener future. Furthermore, the UAE's emphasis on infrastructural investment in the logistics sector has given rise to innovative solutions. A noteworthy example is the establishment of a joint venture between Etihad Rail and DHL Global Forwarding, connecting the Gulf Cooperation Council (GCC) through rail and road transportation. This initiative facilitates more sustainable freight practices in the UAE, resulting in a remarkable 20% reduction in carbon emissions (approximately 350kg CO2 saved per

TOBIAS MAIER,
CEO of Saloodo!
Middle East and Africa

container moved). Launched in September 2023, the joint venture has already moved over 1,000 containers, with ongoing efforts to increase both frequency and capacity. These concrete examples underscore the UAE's practical commitment to environmentally responsible transportation practices, reinforcing its position as a leader in sustainable logistics solutions.

INTEGRATING ARTIFICIAL INTELLIGENCE AND BIG DATA:

The integration of artificial intelligence (AI) and big data into transportation systems marks a transformative evolution in the sector. Cutting-edge technologies, including AI, the Internet of Things (IoT), and blockchain, are reshaping the supply chain and logistics industry in the Middle East, setting the stage for exponential growth.

These innovations offer real-time visibility, enhance operational efficiency, optimize inventory management, and streamline transportation processes. From advanced traffic management systems dynamically adjusting to congestion points to predictive maintenance strategies preventing breakdowns, these technologies enhance overall efficiency. The optimization of transportation routes through big data analytics and AI algorithms not only benefits logistics services by reducing operational costs but also contributes to improved traffic flow. Real-time information provided to commuters and the development of autonomous vehicles further underscore the role of AI in enhancing and fostering smart, connected transportation ecosystems. The myDHLi customer platform, a brainchild of DHL, exemplifies this integration. Through its modular structure, customers can personalize their portal, compare available options, and directly book logistics services. It provides access to shipment tracking, document management, reports, and analytics, offering insights into transit times and cost per unit.

As these technologies empower manufacturers to respond to market dynamics, reduce waste, optimize resource allocation, and contribute to environmental conservation, they play a pivotal role in shaping a more responsive, efficient, and sustainable future for the transportation sector in the Middle East.

SUCCESS STORIES AND NOTABLE ACHIEVEMENTS:

In the realm of the UAE's digital transformation in transportation, DHL Global Forwarding stands as a beacon of success and noteworthy accomplishments. Saloodo!, the platform connecting reliable and vetted suppliers, stands out as an exemplar of efficiency and sustainability in supply chain management and freight transportation. The platform implements a comprehensive onboarding and vetting process, ensuring the excellence and reliability of carriers, subsequently reducing empty miles, minimizing carbon emissions, and improving overall efficiency. Beyond the digital landscape, DHL Global Forwarding has embarked on groundbreaking initiatives. Saloodo! has grown into a substantial business, employing approximately 100 people in the region, a testament to the success of DHL's digital transformation efforts. The launch of the first Mobile MEA Innovation Centre in Dubai and a new 23,500-sqm EV Hub in Dubai South further underlines DHL's commitment to innovation and sustainability.

ROLE OF TECHNOLOGIES IN ENHANCING EFFICIENCY:

The technologies deployed by DHL and Saloodo! play a pivotal role in enhancing the efficiency of sustainable transportation solutions in the UAE. Saloodo!'s platform, with its comprehensive onboarding and vetting process, reduces empty miles, minimizes carbon emissions, and improves overall efficiency in supply chain management. The commitment to delivering excellence in a digital world

forms the cornerstone of DHL's strategy for 2025, with a substantial investment of 2 billion Euros in technology to drive digitalization objectives. Looking ahead, DHL and Saloodo! are poised to continue embracing the opportunities presented by digitalization. Their journey represents a remarkable example of how organizations can successfully navigate the complexities of business and digital transformation to drive growth and deliver exceptional services in the logistics sector.

GOVERNMENT POLICIES AND COLLABORATIONS:

Government policies and private-sector collaborations are instrumental in fostering the adoption of innovative transportation technologies in the UAE. Public–private partnerships ensure coherence in implementing innovative technologies, aligning industry standards with government regulations, promoting a harmonious environment for innovation. Noteworthy collaborations, such as the joint venture between Etihad Rail and DHL Global Forwarding, showcase a collaborative approach to advancing transportation technologies and sustainability. These collaborations extend beyond the technological realm, encompassing sustainability initiatives where stakeholders collectively promote eco-friendly practices throughout the supply chain. This involves reducing waste, optimizing transportation, and incorporating environmentally sustainable materials. Regulatory bodies may incentivize or mandate sustainability practices, fostering a proactive approach. Manufacturers and logistics providers, in turn, collaborate to meet these requirements, demonstrating a comprehensive and cooperative approach to advancing innovative transportation technologies in the UAE.

CHALLENGES AND SOLUTIONS:

Implementing sustainable transportation solutions in a rapidly growing market presents its unique set of challenges. The rapid growth necessitates adapting existing infrastructures

> "
> Saloodo! stands as a testament to innovation, sustainability, and collaborative prowess, reshaping the future of transportation one digital milestone at a time
> "

to align with sustainability goals, with a focus on integrating new technologies and eco-friendly transport modes. The adoption of electric vehicles faces challenges in the region due to high initial costs and lower savings, primarily because fuel prices in the UAE are lower than their global counterparts. Offering preferential treatment, such as unrestricted operating hours and toll relief, could accelerate their adoption. Substantial investments in infrastructure, technology, and training are often needed, highlighting the importance of securing funding and garnering support. Establishing supportive regulatory frameworks and addressing technological integration complexities, such as developing charging infrastructure for electric vehicles, are ongoing considerations.

LONG-TERM VISION:

The UAE's long-term vision for the digital transformation of transportation carries substantial implications for the country's overall development goals. According to a recent report by Global Industry Analysts, global spending on digital transformation in the logistics industry is expected to skyrocket from $3 billion in 2020 to approximately $84.6 billion by 2027. In practical terms, this means the UAE is gearing up to adopt digital solutions that promise enhanced productivity, cost reduction, faster decision-making based on data, improved communication between departments, and better customer service. The incorporation of technology verticals like data analytics, blockchain, machine learning, and artificial intelligence is central to this vision. These tools are anticipated to create a resilient and effective digital framework. In terms of impact, the UAE envisions digitized customer interactions, improved data ecosystems, and increased operational efficiencies. These digital advancements are not just about staying current with global trends but positioning the UAE strategically to tackle the challenges of a rapidly evolving transportation landscape and, in the process, advance its broader developmental goals. ■

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SPECTATOR VIEW OF ABU DHABI'S FORMULA 1, GRAND PRIX

Thousands of spectators gathered for the 15th edition of the Formula 1, Etihad Airways Abu Dhabi Grand Prix and enjoyed the adrenaline-pumping action from the circuit's iconic, open-air grassy Abu Dhabi Hill.

Located next to North Grandstand and adjacent to Main Grandstand, the fan-favourite hotspot offers one of the circuit's best vantage points and provides sweeping views of Turns 2 to 4, and Turns 5 to 6, where most of the overtake action happens.

Yas Marina Circuit is UAE's most exciting sporting and entertainment multi-purpose venue. Located on Yas Island, Abu Dhabi, the circuit is home to the annual Formula 1 and much more.

Jose Mancho joins VFS Global as Chief Financial Officer, Executive Board member

Jose Mancho,
Chief Financial Officer,
Executive Board member,
VFS Global

VFS Global, the world's largest outsourcing and technology services specialist for governments and diplomatic missions appointed Jose Manuel Aisa Mancho as its Chief Financial Officer effective 1 November 2023. He reports to Zubin Karkaria, Founder and Chief Executive Officer, and is based in Dubai, UAE, the organisation's global headquarters.

Jose joins VFS Global from Cellnex Telecom. He has over two decades of experience across the suite of finance sub-functions, including mergers & acquisitions, financial planning, investor relations, management control, treasury, and tax. He has previously worked in organisations that include Abertis Infrastructures, CriteriaCaixa and Cellnex. He was also a Non-Executive Officer in infrastructure companies such as Hispasat, Sanef or TBI Limited.

Network International appoints Mpho Sadiki as Group Managing Director, Merchant Solutions Africa

Mpho Sadiki,
Group Managing Director
– Merchant Solutions
for Africa, Network
International

Network International announced the appointment of Mpho Sadiki as Group Managing Director, Merchant Solutions, Africa. In this pivotal role, Mpho will manage the merchant solutions line of business across Network's African markets.

Mpho Sadiki brings to Network an impressive track record as a seasoned fintech professional with over 15 years of executive management experience in the Financial Services and Payments industry. His most recent role was as Chief Product Officer at Bankserv Africa, where he was responsible for product management and successfully led various verticals, including Card, EFT, Realtime Payments, Fraud, and Cash Management services. Prior to his tenure at Bankserv, Mpho held key positions at Nedbank and Deloitte, where he excelled in leading product and sales teams, with a primary focus on businesses that deliver innovative payment solutions to wholesale and consumer clients.

Six Senses Southern Dunes appoints Yasser Al-Dhaheri as Director of HR

Yasser Al-Dhaheri,
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-Dhaheri 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.

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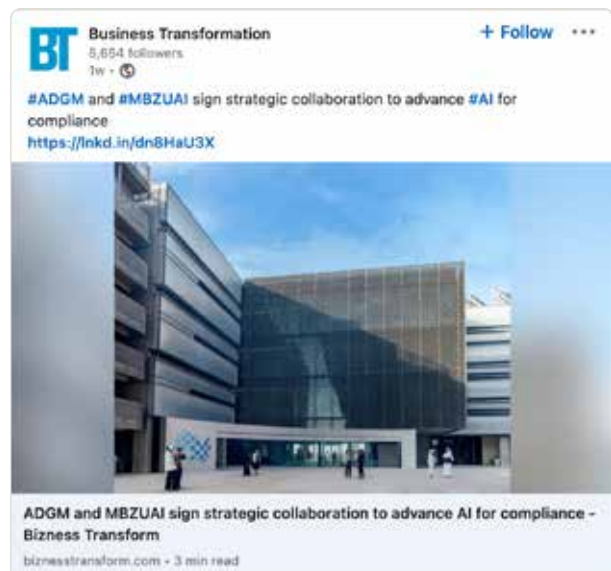**Cyber Security Solutions**

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