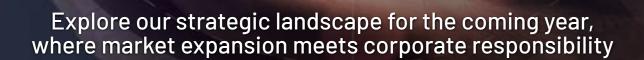
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THE CHANGE TO FUTURISTIC BUSINESS

STRATEGIC OUTLOOK FOR





TRANSFORMATION IN SECURITY

TRANSFORMATION IN NETWORKING

TRANSFORMATION IN BUSINESS APPLICATIONS

TRANSFORMATION IN TRANSFORMATION IN COMPUTING

02 MAY - **UAE** 09 MAY - KSA



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PRINTED BY

Al Ghurair Printing & Publishing LLC. Masafi Compound, Satwa, PO Box: 5613, Dubai, UAE

PUBLISHED BY

Accent Infomedia MEA FZ-LLC Office No #115, 1st Floor, G2 Building, Dubai Production City, Dubai, United Arab Emirates Phone: +971 4 564 8684

A PUBLICATION LICENSED BY INTERNATIONAL MEDIA PRODUCTION ZONE, DUBAI,

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REFLECTING ON A YEAR OF TRANSFORMATION AND ANTICIPATING THE FUTURE

n the first month if this new year, we find ourselves amidst the echoes of transformative events that have shaped the business landscape. The pages of this issue of the Business Transformation magazine unfold stories of inspiration, aspiration, and decisive moments that defined the previous year.

The COP28 event stands tall as a monumental milestone in the pursuit of sustainability. In our crafted narrative, we share the immersive experience of being part of this significant gathering where impactful decisions were made, and a vision for a sustainable future was set. The spotlight on sustainability during COP28 serves as a testament to the global commitment to address pressing environmental issues.

Shifting our focus, we delve into the vibrant world of construction through the lens of the Big 5 event. Our editorial efforts capture the essence of this dynamic event, shedding light on the innovations and trends that are reshaping the industry. The Big 5 event reflects the resilience and adaptability of businesses, paving the way for a future where construction is synonymous with progress and innovation.

At GEC Media Group, we hosted Tech Plus Simultaneously—an inhouse event that underscored the importance of holistic well-being. Recognizing the UAE government's commitment to the health and wellness of its people, our event emphasized the necessity of maintaining both mental and physical wellness. Participants engaged in a variety of games, showcasing the real power that comes from being healthy and balanced.

As we turn our gaze to the future, we are brimming with excitement for the year ahead. The anticipation of double the fun and a renewed passion to drive businesses forward permeates our aspirations. In the coming year, we aim to illuminate new pathways for businesses, leveraging the lessons learned and experiences gained in the transformative year gone by.

Join us on this journey as we navigate the evolving landscape of business, guided by the principles of sustainability, innovation, and well-being.

Here's to the anticipation of a year filled with new possibilities, and the unwavering spirit of transformation.

Ronak Samantaray ronak@gecmediagroup.com



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THE ROLE OF AI IN TRANSFORMING EXPERIENTIAL RETAIL

Shopping is becoming more streamlined as retailers harness AI technology for personalisation, gamification and support.

rtificial intelligence (AI) has become so seamlessly integrated into our day to day lives, you may not even notice when you're using it. From asking Siri for a song to following Waze on your way to work, AI is redefining the way we communicate, work and play. The retail sector is one industry that has been transformed by the rise in AI technology. The e-commerce industry achieved a record USD 5.7 trillion in sales in 2022, accounting for 20 per cent

of all retail sales around the world.

And while some of the AI functionality has become ingrained in the way we shop, such as online chatbots offering purchasing support, or the behind-the-scenes roles of inventory management and supply chain networks, the really thrilling transformations are taking place in the form of experiential retail. Here are some of the key ways AI is transforming the way we shop.



KARL ESCRITT CEO of Like Digital and Partners



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



WWPERSONALISING THE PROCESS

Leading the AI charge are major online marketplaces Amazon and Alibaba, whose use of AI has contributed to a massive market share — Amazon clocked up 5.9 billion direct visits in April 2023 alone. Both retailers use predictive analytics to help personalise the customer experience, analysing previous

purchases, popularity and user search patterns to sift through the millions of products available on their marketplaces. Amazon draws on usage pattern analysis to accurately predict when a regular shopper will need to restock on household necessities, such as diapers, laundry detergent or their morning coffee, giving the user a nudge when it's time to stock up. The Sephora app personalises the experience by customising suggested products within the shopper's expected budget, delivering a better overall user experience and a higher conversion rate.

VIRTUAL REALITY FITTING ROOMS

One of the exciting transformations we're seeing is the creation of virtual reality fitting rooms. This form of blended reality allows shoppers to 'try on' clothing, shoes and cosmetics from the comfort of their living rooms using AI and augmented reality (AR) – think Adidas sneakers, ASOS clothing, and Charlotte Tilbury lipstick.

VISUAL SEARCH TECHNOLOGY

See something you like, but aren't sure of the brand? Visual search technology such as ASOS's Style Match feature allows users to upload an image of a style they're looking for, and then offer personalised recommendations of similar items to buy.

GAMIFICATION OF SHOPPING

You may not have realised at the time, but eBay was one of the first retailers to 'gamify' retail, with its virtual bidding system adding a new level of thrill to the shopping experience. From that initial dopamine rush, the gamification of shopping has evolved into the interactive experiences and experiential retail we have today - from Pepsi's QR codes featuring AR football stars to digital avatars from the likes of Roblox, Prada, and Balenciaga – all designed to keep users on retail sites for longer, building brand lovalty and conversions.

BEHIND THE SCENES

Some of AI's other roles in experiential retail are less obvious but no less impactful. From the chatbot that helps you locate your missing order, to the prompt telling you when stock is running low on that pair of sneakers in your wish list, AI technology streamlines the online shopping process from the moment you start browsing until the time it lands in your hands.

AI can even make the retail experience more sustainable. Personalisation and virtual try-ons have been shown to reduce the number of returns a shopper makes, cutting back on transport and packaging – a win for shoppers, retailers and the environment.

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READY FOR E-MOBILITY?

By Andreas Schlosser, Partner and Global Automotive Group Leader at Arthur D. Little, Philipp Seidel, Principal at Arthur D. Little Germany, and Joseph Salem, Partner and Travel and Transportation practice lead at Arthur D. Little Middle East.

rthur D. Little's Global Electric Mobility
Readiness Index (GEMRIX) 2023
highlights MENA's progress on the
road to electric mobility and signals
the region's wider commitment to a sustainable
future.

With the planet edging towards breaking point, energy is both part of the problem and part of the solution, with the need to transition from fossil fuels to cleaner, greener energy growing by the day. The transport sector, in particular, is responsible for around a quarter of greenhouse gas emissions, making electrification of transportation an urgent

priority for government and industry alike if the global drive for sustainability is to meet with any measure of meaningful success.

In recent years, there has been little cause for optimism as global powerhouses have consistently fallen short of their climate pledges, but with 90% of the world's GDP now covered with net-zero commitments and pressure mounting on companies to up their sustainability game, change is beginning to happen, and the engines of e-mobility are revving up.

But while the technology behind e-mobility is largely ready for markets around the world,

the markets must also be ready for e-mobility, and it is here that stark differences can emerge. To assist executives in organizations across the board, Arthur D. Little (ADL) has launched the Global Electric Mobility Readiness Index (GEMRIX) 2023, the third edition of a far-reaching initiative to evaluate readiness for electric mobility and to help formulate strategies based on solid data.

Covering 35 countries across continents, GEMRIX 2023 is the most comprehensive electric vehicle market readiness indicator available in the industry today, and this year's findings present significant hope, with a notable surge in global electric vehicle (EV) adoption, driven by government initiatives and consumer awareness.

Notably, the report reveals tangible advancements in EV readiness in the MENA region. The United Arab Emirates (UAE) and Qatar rank 7th and 9th, respectively, on the global index, with Norway leading the way and China, Germany, Singapore, and the UK rounding out the top five. The impressive rankings of the UAE and Qatar are indicative of a region-wide commitment to sustainable transportation and a pledge to reduce carbon emissions over the months and years to come.

Indeed, the transition to electric vehicles in MENA is not just a trend but a strategic move aligned with broader national strategies to combat climate change and diversify economies. In the UAE, the Dubai Green Mobility Strategy 2030 aims to introduce approximately 42,000 electric cars onto the emirate's roads by the start of the next decade



and the country has also made significant strides in charging infrastructure, with around 700 charging stations currently operational. Furthermore, ADL's research suggests that 82% of individuals in the UAE are willing to purchase an electric car as their next vehicle.

For its part, Qatar has already achieved its target of electrifying 25% of its public transit bus fleet and financial institutions in country are facilitating the adoption of EVs by offering green financing options. Meanwhile, as in the UAE, car owners in Qatar are demonstrating appetite for electric vehicles, with approximately 74% of individuals considering an EV for their next vehicle purchase.

Following these benchmark

markets in the region, neighboring GCC countries are making strides in e-mobility too, with Kuwait, Bahrain, Oman, and Saudi Arabia all featuring in the index, ranking 14th, 18th, 19th, and 23rd, respectively. In the wider region, Morocco, Jordan, Lebanon, and Iraq also rank among the 35 countries in the report, demonstrating the broad-based progress that is underway from North Africa to the Levant.

The findings of the GEMRIX 2023 report highlight the meaningful advancements being made in MENA toward a more sustainable future for transportation. Importantly, the region is not just adapting to the global shift toward electric mobility, it is actively contributing to it.

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TYDE AND BMW ANNOUNCE 15M HYDROFOIL, ELECTRIC-POWERED LUXURY YACHT



TYDE has already achieved a milestone with the launch of THE ICON, the first battery-powered maritime vehicle of its kind, in collaboration with BMW and the innovation forge Designworks, a subsidiary of the BMW Group. With an impressive range and hydrofoils adapted from sailing racing, which significantly reduce energy consumption, THE ICON has set standards in the competitive environment and was honoured with the "Wallpaper Smart Space Award" and the "Boat Builder Award" for its innovative concept.





FROM INSPIRATION TO ACTION

In the past month, the world bore witness to a transformative event, as COP28 unfolded in the United Arab Emirates, casting a spotlight on the urgency of climate action. This "Conference of the Parties" marked a significant juncture, where nations, leaders, and advocates gathered to address the pressing challenges outlined in the original UN climate agreement of 1992.

A GLOBAL GATHERING OF LEADERS

Representing the epitome of diplomatic convergence, COP28 saw the participation of around 200 nations. The roll call of leaders was impressive, with figures such as UK Prime Minister Rishi Sunak, German Chancellor Olaf Scholz, French President Emmanuel Macron, and Indian Prime Minister Narendra Modi at the forefront. While the physical presence of US President Joe Biden and China's Xi Jinping was absent, their nations were actively represented, underscoring the global gravity of the conference.

A distinctive feature of COP28 was the thoughtful segregation of participants into two zones - the formal "blue zone," managed by the UN Climate Change, and the more informal "green zone," curated by the host country, the UAE. The blue zone hosted official sessions, meetings, and negotiations, admitting party delegations, heads of state, accredited observers, and the press. Simultaneously, the green zone served as a dynamic platform for civil society, youth representatives, businesses, and decision–makers to exchange ideas and solutions for a net–zero future.

A KEY DECISION ON DAY ONE

The inaugural day of COP28 witnessed a pivotal decision favoring poorer countries vulnerable to climate-driven disasters. World leaders agreed to launch a long-anticipated fund designed to address the loss and damage caused by climate-driven storms and droughts. Unlike typical last-minute agreements, this decision, a beacon of solidarity, was swift and resolute.

Contributions immediately poured in from the EU, UK, US, and other nations, totaling approximately \$400 million. These funds aimed to assist countries significantly impacted by the consequences of climate change. The hope resonating from this decision was that it would set the tone for a broader agreement on climate action during the summit.

FINANCIAL COMMITMENTS: CATALYZING CLIMATE ACTION

At the heart of COP28's impact was its unparalleled financial mobilization, totaling over \$83 billion in various funds dedicated to fostering climate actions. Two historic breakthrough funds emerged during the conference - the Loss and Damage fund, injecting \$792 million, and the Least Developed Countries Fund, allocating \$128 million to support nations coping with climate-induced challenges. A groundbreaking addition to the financial landscape was the ALTÉRRA fund, launched at COP28 with the goal of becoming the largest private investment vehicle for climate change action. Backed by a substantial \$30 billion funding commitment from the UAE, ALTÉRRA aspires to mobilize a staggering \$250 billion globally

by 2030. Focused on providing investments for emerging markets and developing economies, this fund represents a beacon of hope for sustainable development. In tandem with these efforts, the World Bank announced an annual increase of \$9 billion for 2024 and 2025 to finance climaterelated projects. Multilateral Development Banks collectively pledged a cumulative increase of over \$22.6 billion towards climate action. These financial commitments not only represent monetary figures but embody promises etched in the global pursuit of a sustainable future.

A HISTORIC SHIFT: THE FINAL DAY'S AGREEMENT

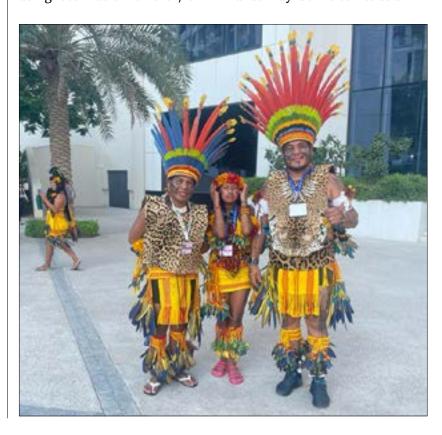
As COP28 drew to a close, a historic shift occurred with a new agreement at the UN climate summit in Dubai. For the first time, the deal called on all countries to move away from using fossil fuels. However, it

stopped short of calling for a complete phase-out, a point of contention among many governments. Recognizing the imperative for deep, rapid, and sustained reductions to limit temperature rises to 1.5°C above pre-industrial levels, the agreement marked a significant step forward.

REFLECTIONS ON COP28: FROM TALKS TO ACTION

In retrospect, COP28 emerges not merely as a series of diplomatic negotiations but as a pivotal moment where conversations transformed into tangible actions. The financial commitments made, the diverse array of initiatives funded, and the unprecedented call to move away from fossil fuels collectively steer the world toward a more sustainable and resilient future.

From Dubai's sands, where world leaders and advocates gathered, a global transition is underway. COP28 serves as a



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beacon lighting the path toward a climate-resilient tomorrow. The journey is marked by the collaborative efforts of nations, the commitment of corporations, and the urgent recognition that the time for action is now. The story of COP28 is not merely a snapshot in time but a continuing narrative, urging us all to play our part in this global symphony of commitment for a

sustainable tomorrow.

THE BUSINESS TRANSFORMATION: UNVEILING CORPORATE SUSTAINABILITY GOALS

Amidst the financial crescendo, the Enterprise Channel Magazine took center stage, providing an exclusive lens into the Green Zone. This platform offered a behind-thescenes look at the sustainable

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companies. Through interviews and interactions, the Enterprise Channel highlighted the commitment of these entities to integrate sustainability into their operational ethos. Capturing the essence of corporate sustainability goals, the channel's coverage was a testament to the transformative potential of private-sector engagement. It showcased not just products but the ethos of companies committed to weaving sustainability into the fabric of their existence. The Enterprise Channel became a medium to amplify these voices, providing a global platform for the world to witness the convergence of profit and planet. As COP28 concluded, His Highness Sheikh Mohamed bin Zayed Al Nahyan conveyed a message of gratitude, acknowledging the historic consensus achieved in the UAE to expedite climate action. This sentiment was accompanied by commendations for the collaborative efforts of both local and international teams that contributed to the event's successful organization.

initiatives presented by various





BIG 5 GLOBAL 2023 -TRANSFORMATIVE DIALOGUES, AND SUSTAINABLE INNOVATIONS

Big 5 Global 2023 soared to unprecedented heights, breaking attendance records with over 81,000 participants hailing from 166 countries. The resounding success of the 44th edition not only solidifies its status as the premier event for construction but also underscores the crucial role of exhibitions in fostering global business relations.

A GLOBAL CONVERGENCE OF CONSTRUCTION POWERHOUSES

Against the dazzling backdrop of Dubai, Big 5 Global played host to the biggest names in construction, transforming the city into a nexus of innovation, collaboration, and transformative deals. Over four days, this dynamic gathering served as a melting pot for major partnerships, emphasizing the pivotal role exhibitions play in shaping the future of the construction industry. In one remarkable partnership that unfolded at Big 5 Global, Abu Dhabi Airport Free Zone (ADAFZ), an exhibitor at the event, joined forces with Grand Move. Their collaboration birthed a visionary project—a \$17.8 million (AED65.3 million) community mall spanning 35,000m2 in the burgeoning Al Falah district. The masterplan envisions a hypermarket, a medical center,

a sports club, and a myriad of retail and F&B facilities, symbolizing the transformative potential of collaborations forged on the global stage.

A FORUM FOR INDUSTRY THOUGHT LEADERS AND VISIONARIES

Beyond the bustling deals and partnerships, Big 5 Global 2023 emerged as a great platform for thought leaders, innovators, decision-makers, and construction enthusiasts. Over the course of four days, the event became a crucible of ideas, sparking insightful dialogues and discussions at the Big 5 Global Leaders' Summit. Here, the industry's collective vision for transforming the construction blueprint was addressed, laying the groundwork for a future defined by innovation and sustainability.

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KEY SUPPORTERS AND SPONSORS: A COLLECTIVE COMMITMENT TO EXCELLENCE

The Ministry of Energy & Infrastructure led the charge as the main supporting partner, joined by Dubai Municipality and Dubai Civil Defense.
Platinum Sponsor, Saudi Export Development Authority (SEDA), and Gold Sponsor, NG Khutaya, played pivotal roles, alongside other esteemed sponsors, reinforcing the event's stature as an industry leader.

Notable sponsors also included Schüco Middle East, Alumil Middle East, Sykon, ECE Marble, Italian Trade Agency, Fresh, Dubai Investment Park, and Bronze Sponsors Al Waseef, Rubber World, and RAK Bank.







Their collective commitment to the event exemplified a shared dedication to advancing the construction industry.

INSIGHTS BY THE BUSINESS TRANSFORMATION MAGAZINE:

Unveiling Transformative Stories

Business Transformation magazine provided a unique perspective on the event, capturing the essence of Big 5 Global. The highlight was the groundbreaking work of F. Willich GmbH + Co. KG, showcasing their ability to turn sand and rocks into the magic of solid, stable roads.

A special acknowledgment was reserved for industry game-changers SKM Air Conditioning LLC and EPACK Prefab, lauded for steering the ship towards sustainable tech horizons.

SMART MIRRORS BY MUES-TEC: A GLIMPSE INTO THE FUTURE

In a tantalizing revelation, Thur hinted at the debut of Smart Mirrors by MUES-TEC in Dubai. This innovation promises to reshape the construction landscape, offering a blend of technology and functionality that could redefine industry standards. The anticipation surrounding this unveiling underscores the dynamic nature of innovation at Big 5 Global. Shaping the future of construction as the echoes of Big 5 Global 2023 reverberate through the construction industry, the event stands as a testament to the resilience, adaptability, and collaborative spirit that define the sector. From groundbreaking partnerships and transformative dialogues to sustainable innovations and the unfolding narrative of Smart Mirrors, Big 5 Global is more than an event; it's a catalyst for shaping the future of construction on a global scale.





TOWARDS AN AI DRIVEN WORLD & ECONOMY



UAE, 19TH FEBRUARY 2024



KSA, 27TH FEBRUARY 2024



MUMBAI, **9TH MARCH 2024**BANGALORE, **11TH MARCH 2024**



SINGAPORE, MARCH 2024



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HEALTHY LIFESTYLES FROM GOVERNMENT INITIATIVES TO CORPORATE WELLNESS

In the United Arab Emirates (UAE), the pursuit of a healthy lifestyle is not just an individual goal; it's a collective endeavor fostered by visionary government initiatives and innovative corporate engagements. This feature explores the comprehensive efforts undertaken by the UAE government to promote healthy living and the transformative revolution unfolding in the health and fitness sector.



UAE GOVERNMENT'S COMMITMENT TO HEALTH AND WELLreing

A healthy lifestyle is not just a personal choice; it's a societal ethos actively championed by the UAE government. At the forefront is the Ministry of Health and Prevention (MOHAP), working tirelessly to create a healthy and happy community. MOHAP's mission is to enhance community health through innovative services and initiatives, delivering the message of healthy lifestyles to citizens and residents alike.

SHEIKH HAMDAN'S LEADERSHIP: A CATALYST FOR CHANGE

In a country known for its grandeur and ambition, a transformative revolution is reshaping the health and fitness industry. Led

by Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, the UAE's health and fitness sector is on track to become a \$600 million powerhouse by 2025. The rising awareness of personal well-being among UAE residents has fueled a surge in state-of-the-art gyms, fitness centers, and boutique wellness facilities.

Dubai Run: A Monumental Community Fun Run
To keep the fitness momentum alive, Dubai
witnessed the fifth edition of Dubai Run,
presented by Mai Dubai. Sheikh Hamdan
himself led the world's largest community fun
run, bringing together a staggering 226,000
participants. This monumental event showcased

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A WINNING FORMULA: TECH, TEAM, TRIUMPH GEC Media Group's Tech Plus Event proved to be a winning formula, leaving participants with more than memories of a fun day. Strengthened team bonds and a renewed sense of workplace camaraderie lingered on as echoes of laughter and cheers of victory resonated. The event illustrated that when technology and teamwork collide, the result is a synergy that transcends the ordinary.

FUTURE INITIATIVES: REDEFINING THE INTERSECTION OF TECH, TEAM, AND TRIUMPH

As the sun set on this extraordinary event, the spotlight turned to GEC Media Group's future initiatives. Stay tuned for more exciting intersections of tech, team, and triumph as GEC Media Group continues to redefine corporate gatherings. In the UAE's grand tapestry of achievements, the fusion of tech, team, and triumph is a chapter that promises to reshape the narrative of corporate well-being, proving that innovation knows no bounds when it comes to fostering a healthy and thriving community.



the UAE's commitment to fostering a healthy lifestyle as a community, transcending individual pursuits.

GEC MEDIA GROUP'S TECH PLUS EVENT: URGE FOR CORPORATE WELLNESS

In synergy with the national commitment to health, GEC Media Group emerged with a visionary initiative – the Tech Plus Event. This transformative gathering went beyond the ordinary, fusing technology, team spirit, and wellness into a strategic approach to corporate team-building. Key Highlights of the Tech Plus Event:

- 1. Trans-Departmental
 Team Building: The event
 transcended traditional
 workplace boundaries,
 fostering collaboration
 among individuals from
 various departments.
- 2. Competition as a Team:
 Friendly competition
 showcased the power of
 teamwork, emphasizing
 collaboration over rivalry.
- 3. Workplace Fitness Integration: The fitness

- challenge and sports activities injected wellness into the corporate environment, promoting physical well-being for a productive work life.
- 4. Champions Leaderboard:
 Adding a competitive
 yet light-hearted edge,
 companies had the chance
 to etch their names on the
 champions' leaderboard.
- 5. Networking Opportunities:
 Beyond the field, attendees
 built relationships with
 professionals from other
 companies, expanding their
 professional networks.
- 6. Sportsmanship: The event celebrated friendly competition and fair play, awakening the sportsman within each participant.

Amongst the varied initiatives, the Dubai Bowling Center came alive with the spirited competition of tech and corporate champions who played for glory in a range of exciting games. The E-Kart Challenge Tech Plus Corporate Championship powered up, infusing the thrill of speed with

a commitment to sustainability, as participants raced not just for victory but for a greener future. The Football Tech Plus Corporate Championship kicked off, laying the groundwork for the future of the sport. Simultaneously, the Table Tennis Tech Plus Corporate Championship at DEEP SPORTS TABLE TENNIS - OUDMEHTA invited participants to smash, rally, and network with the best, promoting innovation and teamwork. Additionally, the Volleyball Tech Plus Corporate Championship at Danube Sports World added another dynamic layer to the event. Recognizing the importance of health and wellness in achieving peak performance, participants not only engaged in exhilarating competitions but also embraced a holistic approach to well-being. This perspective acknowledged that health and wellness played pivotal roles in enhancing productivity and contributing to a positive work environment, fostering success both on and off the field.

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Savoye to implement X-PTS Goods-To-Persons shuttle, Warehouse Execution Software for iHerb Saudi

Savoye, a leading global warehouse automation integrator and software publisher in the Middle East, partnered with CJ Logistics, a 3PL services company operating for iHerb, the leading global eCommerce retailer for health and wellness, in Riyadh, Kingdom of Saudi Arabia, to deliver world-class automation solutions for its e-commerce Global Distribution Center (GDC). The strategic partnership is a significant development for Savoye in KSA, following its recent expansion into the region. Under the terms of the partnership, Savoye will implement a fully automated fulfilment center, the first-of-



its-kind in the region, which includes a X-PTS Goods-To-Persons (GTP) shuttle system, Warehouse Execution Software (WES), Zone to Zone fast picking system and automated orders packing to process 15K orders per day. Savoye's flagship X-PTS shuttle technology will be central to the project, serving as the foundation for an effective and ergonomic Goods-To-Person

solution.

Savoye's high-end solution is seamlessly designed to reduce picking and packing time by utilizing Savoye's highly ergonomic GTP stations for prompt high-speed picking operations. In addition, Savoye has designed fully automated packing lines that are in charge of closing and labeling the prepared orders before automatically sorting them into the various shipping lanes. The latest agreement marks a significant milestone for all parties as they actively work towards transforming the Middle Eastern supply chain industry by boosting productivity and encouraging innovation.

ADCB introduces Mastercard Carbon Calculator providing data on corporate carbon footprint

ADCB introduces Mastercard Carbon Calculator providing data on corporate carbon footprint Abu Dhabi Commercial Bank introduced the region's first Mastercard Carbon Calculator, an innovative tool that supports the sustainability ambitions of businesses by providing data on the estimated carbon footprint of their corporate expenditure using the ADCB corporate cards. ADCB, which has joined the UN-convened Net-Zero Banking Alliance (NZBA) in support of the goals of the Paris Agreement, is partnering with customers on their transition to a net zero economy by expanding its suite of green products and services. As Sustainalytics' highest rated diversified bank in the GCC for ESG, ADCB is proud to be

bringing its experience and capabilities to support its clients' sustainability ambitions. Developed by Mastercard, together with the Swedish fintech company Doconomy, the Carbon Calculator informs customers about the estimated carbon footprint of their purchases. The tool estimates the environmental impact of each purchase using a weighted calculation, powered by the independently verified Doconomy Åland Index. The ADCB Mastercard Carbon Calculator was officially launched by Mohammed Al Jayyash, Group Chief Operations Officer at ADCB, and Khalid Elgibali, Division President, Middle East and North Africa, Mastercard, at the COP28 global



climate conference in the UAE. ADCB has also joined Mastercard's Priceless Planet Coalition, a global initiative guided by restoration partners Conservation International and World Resources Institute that unites citizens, businesses and banks to contribute to the fight against climate change with the aim to restore 100 million trees.

Ericsson launches intelligent, cloud-native transport controller

to automate optical networks

Ericsson has launched an intelligent, cloud-native transport controller that uses artificial intelligence and machine learning to analyze and automate microwave, IP and optical networks, providing communications service providers with an advanced solution for maximizing mobile transport network efficiency. The new Ericsson Transport **Automation Controller helps** service providers stay ahead of the challenges that can impact network status and performance by enabling data-driven decisions. It instantly pinpoints degradations and capacity utilization issues and provides insights on how to optimize the overall network performance.

Further on, it reduces human errors and troubleshooting, thanks to AI-driven automation. Most network issues are still solved manually, resulting in significant operational costs and bringing the risk of human errors and potential security concerns. Simultaneously, the increase in data traffic and user expectations for high-speed, low-latency connectivity calls for the deployment of new sites and hardware that must be monitored and managed alongside legacy equipment. **Ericsson Transport Automation** Controller reduces transport network complexity and boosts operational and energy efficiency while optimizing performance. This is done by providing real-

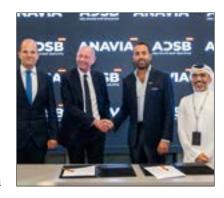


time network observability and data analysis, which helps CSPs understand why certain issues occur and what trends and performance anomalies happen in the network, enabling proactive network control such as preventive maintenance. It can be deployed in hours and easily scaled as needed to fit any network size, resulting in lower total cost of ownership (TCO) and higher flexibility. It is also easy to use and manage thanks to its intuitive web-based user interface.

EDGE entity, Abu Dhabi Ship Building adopts unmanned performance helicopters

EDGE Group entity, Abu Dhabi Ship Building, has adopted several HT-100 multi-role unmanned performance helicopters for integration onto the vessels of one of its major export programmes. The HT-100 is manufactured by Switzerland-based ANAVIA, in which EDGE recently purchased

Switzerland-based ANAVIA, in which EDGE recently purchased a 52% shareholding, and is part of the group's strategy of building its autonomous air system capabilities to become a global leader in the highly-specialised domain. ANAVIA specialises in the design, development, and manufacturing of versatile vertical take-off & landing (VTOL) systems of up to 750 kilograms, and their associated capabilities.



Mansour AlMulla, Managing Director & CEO of EDGE Group, said: "In just over a week since we announced the acquisition of a majority shareholding in ANAVIA, we have now received the first significant international order for the HT-11. This is representative of the confidence being placed on EDGE and its partners in the development and

delivery of sophisticated crosscomplementary autonomous air, sea, and land solutions. This is the first of many orders we are expecting for this exceptional aircraft, underscoring the value of the innovative and symbiotic partnerships and acquisitions strategy with SMEs and industry specialists we are adopting for continued technological excellence and growth. The HT-100 can be used for various mission profiles such as surveillance and reconnaissance, inspection, and mapping and cargo and can fly for up to six hours at a speed of 120 kmh, and has a Data link range up to 200km. users can stay informed about the progress of their transactions.

First stand-alone France Visa Application Centre launched in Abu Dhabi for UAE residents

All visa applications for France in the United Arab Emirates will be handled at this spacious Center operated by VFS Global in Abu Dhabi and will also serve the 7 Emirates through the "Visa At Your Doorstep" service. This optional service (with additional fees) enables applicants to apply directly from their home or workplace without travelling to the VFS Global France Visa **Application Centre. Applicants** will therefore have the choice of submitting their application directly at the VFS Global France Visa Application Centre in Abu Dhabi or using the optional "VAYD" service.

The premises feature a



spacious waiting area, stateof-the-art biometric facilities, and a dedicated space to promote France as a destination, providing applicants with key information ahead of their travels.

Travellers visiting this centre can also choose from a range

of our optional services, such as courier return service to receive processed passports at home, Prime Time to submit applications outside business hours, visa assistance and form filling from trained professionals, among others.

Those looking for a more personalised service can also opt for the Premium Lounge to receive end-to-end assistance throughout the process in a plush ambience.

Applicants to the remaining Schengen countries in Abu Dhabi are requested to continue visiting the Joint Visa Application Centre in World Trade Centre Mall to submit their documents.

Lenovo Launches New Hybrid Cloud Platforms and Services to Accelerate Al

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 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 userfriendly payment experience for merchants.

Through the integration of Nymbl's Unified SME Commerce Platform with NEO PAY's product offering,



Kamran Amini, Vice President and General Manager of Server, Storage and Software of Lenovo Infrastructure Solutions Group

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.

MBZUAI and Silal sign MoU to integrate Al with agriculture and food production



On the sidelines of COP28 UAE, Mohamed bin Zayed University of Artificial Intelligence (MBZUAI), the world's first research university focused on AI, and Silal, an agri-food company based in Abu Dhabi, have signed a Memorandum of Understanding (MoU) to bring AI innovation to agriculture and food production. The agreement will support the creation of a joint AI Center of Excellence

with the potential to enable the UAE to develop and expand its food production sector, while improving food security and sustainability.

MBZUAI's Vice President of Public Affairs and Alumni Relations Sultan Al Hajji, and Salmeen Alameri Silal's Chief Executive Officer, signed the MoU during the COP28 Thematic Day: Food, Agriculture, and Water. Under the agreement,

MBZUAI and Silal will conduct joint research to accelerate the use of AI in farming and food systems and exchange technical knowledge, expertise, and resources.

MBZUAI and Silal will also provide a framework for the transfer and commercialization of research, including support for startups and business spinouts with the potential to raise efficiency, production, and innovation in the UAE's food sector.

Experts have identified several important use cases for deploying AI in the agricultural sector, such as predictive insights related to weather data, crop output, and pricing predictions. AI also has a key role to play in advancing phenotyping and crop discovery, enabling farmers to identify genes with the most suitable traits to withstand disease, pests, and the impact of climate change faster and more effectively.

Commercial Bank of Dubai signs agreement with Accenture to drive transformation programme

Accenture signed a strategic agreement with the Commercial Bank of Dubai to drive its technology transformation programme and further enhance its market-leading banking services to personal and business customers. Accenture will set up a development center of excellence to optimize CBD's IT platforms and incorporate bestin-class technologies to enhance the customer experience. The COE, powered by hyper automation and generative AI solutions, will augment CBD's IT efficiency and productivity across the software development lifecycle to world-class levels.

At CBD, they are focused on leveraging the DNA of innovation to augment user experiences with digital platforms. This agreement will further accelerate digital aspirations to operate more effectively and deliver tailored services to customers using the next generation of emerging technologies.

Accenture will provide CBD with high-quality resources, best practices developed over decades of similar programs and an unwavering commitment to value realization to collaborate seamlessly with its team.

The banking industry is changing profoundly and



banks, more than anything, need to innovate at speed and scale. Technologies like AI and cloud can help enormously to improve the agility, resilience and operational efficiency that give them a true competitive advantage. Their collaboration with CBD will draw on the full breadth of Accenture's capabilities and expertise throughout global network.

Egypt's National Service Products Organisation and Thales renew joint venture

During the Egypt Defense Expo, Thales signed an agreement with the National Service Products organisation to renew the Arab International Optronics Joint Venture. The joint venture agreement was signed by Gen Tarek Saad Zaghloul Chairman of Arab International Optronics and Pascale Sourisse, President and CEO of Thales International.

This joint venture agreement is in line with Egypt's localization strategy through knowledge transfers for land-based defense optronics equipments. The local production of LUCIE night vision goggle has been launched in

the frame of the joint venture agreement. LUCIE is a compact and rugged image intensified night vision bi-ocular.

In 1982, the National Service Products Organization and Thales formed a joint venture called Arab International Optronics. AIO is an Egyptian joint stock company, owned 49% by Thales and 51% by the National Service Products Organization. AIO has been supplying to Egypt optical and optronic equipment for 35 years. Today, AIO employs more than 400 employees.

The signature of this



Joint Venture Agreement is a significant milestone to reinforce the strategic cooperation between AIO and Thales. Through this agreement AIO and Thales will combine their strengths to encourage innovation, enhance technological capabilities, and secure mutual success to the benefit of their esteemed customers.

Bybit partners with DMCC Crypto Centre to wrap up groundbreaking hackathon

Bybit, the world's third-largest crypto exchange by volume, partnered with DMCC Crypto Centre to successfully wrap up a groundbreaking hackathon, empowering Web3 innovation in Dubai. The collaborative effort between Bybit and DMCC, announced in June to foster the mass adoption of Crypto and Web3 in Dubai, culminated in the largest hackathon in the MENA region. The event featured a \$110,000 prize pool dedicated to advancing crypto innovation within the Web3 ecosystem, marking a significant milestone in their partnership.

Ten pioneering teams showcased their groundbreaking innovations in diverse blockchain domains, including GameFi, decentralized finance (DeFi), Web3 infrastructure, NFTs for Web3 Education, and sustainable blockchain solutions



during the hackathon's final stage. The competition resulted in three standout projects claiming the top spots.

Bybit has been at the forefront of fostering Web3 competencies on a global scale, empowering individuals worldwide with the skills to navigate this evolving landscape. The selection of the UAE as the inaugural Arab country to host such a monumental hackathon is not mere happenstance. The UAE stands as a beacon of innovation, consistently leading the charge in groundbreaking initiatives.

As a nation that embraces pioneering endeavors, Bybit is deliberate in its commitment to support and equip this community, particularly youth, in their pursuit of excellence and exploration into uncharted territories.

Bybit and DMCC's collaboration aims to empower new cryptocurrency businesses, with Bybit offering substantial financial support totaling AED 500,000 (USD 136,000) for enterprises establishing their presence at DMCC Crypto Centre.

Eaton and DP World partner to upskill Emirati talent through Tumoohi programme

Intelligent power management company, Eaton, announced a collaboration to support DP World's Tumoohi training programme by providing young UAE nationals an opportunity to gain professional experience in the energy sector.

Emirati professionals
will gain insights into best
practices across a wide range
of departments from Human
Resources, Global Trade
Management, Supply Chain, and
Procurement at Eaton Middle
East's regional headquarters
in National Industries Park,
Jebel Ali, Dubai. Additionally,
participants will also be able to
work with Eaton teams across



the EMEA region, ensuring a global perspective and the opportunity to collaborate with industry leaders.

Launched in 2016, DP World's Tumoohi is a training programme that is designed to boost the careers of young and talented UAE nationals by equipping them with skills that are essential for success, with hands-on workplace experience through apprenticeships.

Earlier this year, Eaton Middle East opened their first Customer Experience Centre (CEC) at their regional headquarters in Dubai, UAE. This facility showcases a range of products, from smart power management to industrial control and critical power systems. At the facility, customers from across the region can benefit from hands-on training and address industry knowledge gaps through courses designed for seasoned and new engineers.

Federal Geographic Information Center signs MoU with General Civil Aviation Authority

The Federal Geographic
Information Center signed a
Memorandum of Understanding
with the General Civil Aviation
Authority during the fourth
day of the Dubai Airshow
2023, furthering cooperation
in developing geospatial
information aligned with
international standards. The
agreement aims to support
sustainable development goals
and elevate the UAE's global
standing.

The MoU was signed in the presence of His Excellency Hamed Khamis Al Kaabi, Director General of the FGIC; His Excellency Saif Mohammed Al Suwaidi, Director General of the GCAA; and a number of officials from both parties.

The MoU outlines the development of a national

platform for geospatial information, enabling various concerned parties at the state level to access accurate data and information in accordance with the highest international standards. The agreement also supports the launch of initiatives and projects within an integrated strategic plan, contributing to enhanced efficiency and ease of access to shared spatial data.

Moreover, the MoU aims to strengthen cooperation towards achieving the visions of both entities, consolidating the UAE's leading position in civil aviation and geographical data at the regional level. This involves coordination to exchange information and geospatial data, bringing in specialized staff, and preparing necessary policies, legislations, and



laws for the governance of the geospatial information sector in the UAE. The collaboration also focuses on unifying standards and specifications for shared geospatial information at the federal level, supporting the UAE's strategies related to data, digital transformation, and AI.

ADGM and MBZUAI sign strategic collaboration to advance AI for compliance

The Financial Services
Regulatory Authority of Abu
Dhabi Global Market (ADGM) and
Mohamed bin Zayed University
of Artificial Intelligence have
signed a Memorandum of
Understanding, focused on
advancing the role of artificial
intelligence (AI) to better achieve
regulatory outcomes within the
financial services sector.

By combining FSRA's regulatory knowledge with MBZUAI's expertise in AI, the partnership aims to develop cutting-edge regulatory technology (regtech) and supervisory technology (suptech) that provide reliable solutions for enhancing regulatory compliance and

operational efficiency in the delivery of financial services.

At the core of this collaboration is a multi-step approach focused on training an AI algorithmic model to extract meaning and context from financial regulations and rules. The regulatory information from the AI model can be used by financial services firms to improve or automate their decision-making processes in relation to regulatory compliance.

One key suptech solution set to be enhanced is the FSRA's 'Risk Analyser.' Now in its pilot stage, this platform employs AI to sift through extensive documents related to a supervised firm, offering targeted insights about



the firm to FSRA supervisors. These insights assist in FSRA's assessment and decisionmaking across a range of risk domains, including business, governance and oversight, financial stability, anti-money laundering and financial crime. In its next phase, an industryfacing version of the 'Risk Analyser' will be introduced, designed to enable financial firms to develop their regulatory submissions or assess their compliance with FSRA's regulations and standards.

Mohammed Bin Rashid Aerospace signs agreement with UUDS for third facility at Dubai South



Mohammed Bin Rashid
Aerospace Hub, the aerospace
platform of Dubai dedicated to
the advancement of the aviation
industry, signed an agreement
with UUDS, a leader in the
business aviation industry to
open its new and third facility at
Dubai South.

The ceremony, which took place during the Dubai Airshow, was presided over by HE Khalifa Al Zaffin, Executive Chairman of Dubai Aviation City Corporation and Dubai South. The agreement was signed by Tahnoon Saif, CEO of MBRAH, and Gilles Negre, CEO and Group Owner of UUDS, in the presence of executives from both entities.

The new hangar, located at one of the Code F plots at MBRAH, will provide Aircraft Management and On-Wing Cabin services; it will feature an Aircraft Cabin Completion and Modification Centre, a VIP Aircraft Parking, and Aircraft on Ground (AOG) support, as well as providing helicopter services.

UUDS also has an existing facility at the Aerospace Supply Chain cluster which is dedicated to Cabin Equipment Manufacturing and Assembly lines. Additionally, the company recently acquired an entire floor at the Suppliers Complex, the first vertical aerospace complex in the region, to provide cabin equipment refurbishment and modification services by utilising the latest technologies in the industry.

UUDS is a fully integrated cabin completion and modification service centre with all key certifications from the EASA and GCAA. The company provides design, certification, manufacturing, maintenance, and implementation of aircraft services, innovation and technology solutions, and eco-friendly solutions with the assessment of environmental impacts.



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WORLD WIDE GENERATION'S SUSTAINABLE REVOLUTION

In this in-depth interview, we delve into the core strategies, key initiatives, and the future roadmap of WWG, exploring its significant presence at COP28 and the strategic expansion into the MENA region

n an epoch marked by heightening environmental concerns and an imperative plea for sustainable practices, World Wide Generation stands out as a guiding light, reshaping the discourse towards a future where business transformation harmoniously intertwines with environmental consciousness.

PRIORITIZING SUSTAINABILITY:

Manjula Lee sets the tone by emphasizing the dual approach of providing cutting-edge digital tools while recognizing the paramount importance of personal transformation. WWG's G17Eco platform stands as a testament to this philosophy, providing organizations and nations with a comprehensive tool to manage and market their sustainability performance. The Company Tracker App's accessibility and affordability for micro and SMEs underscore WWG's commitment to inclusivity and democratizing sustainability practices. For Lee, true sustainability extends beyond statistical achievements—it requires a profound shift in human consciousness and a reevaluation of our economic systems.

COP28 ANNOUNCEMENTS:

As the world gathered for COP28, WWG made strategic announcements that transcended rhetoric, focusing on tangible outcomes and impact alignment. The expansion of the G17Eco platform into the MENA region marked a milestone, showcasing WWG's dedication to empowering organizations and nations in their sustainability endeavors. A pivotal partnership with Etisalat's e& Enterprise unveiled plans for the world's largest sustainability exchange platform, incorporating emissions tracking, portfolio management, city monitoring, and innovative IoT and AI solutions. The collaboration with Fusang Exchange and global multi-family offices birthed the SEE Fund, a circular, tokenized Sustainable Impact Fund monitored by G17Eco, aimed at driving positive Social, Economic, and Environmental (SEE) change. Additionally, strategic partnerships with UN's ITU and World Bank Green Digital Action plan further solidified WWG's commitment to collaborative action and environmental pledges. These announcements not only align with COP28 goals but also signify a substantial contribution to global and UAE sustainability objectives.

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CHALLENGES AND REMEDIAL MEASURES:

Manjula Lee identifies shared challenges in the pursuit of sustainability, echoing concerns across businesses, governments, civil society, and citizens. Defining a common purpose, executing endto-end sustainability processes, and accessing trusted, comparable data emerge as key obstacles. In response, Lee advocates for a proactive shift towards data-driven decision-making, emphasizing measurable impact over inputs and outputs. The G17Eco platform serves as a solution, fostering an interoperable platform for the exchange of trusted sustainability data, finance, and solutions. This approach, Lee believes, will enable stakeholders to reward sustainability performance efficiently and cost-effectively.

PREDICTIONS FOR 2024:

Looking ahead to 2024, Manjula Lee shares key predictions for the sustainability landscape. A surge in demand for transparency from various stakeholders is anticipated, prompting a technology-driven revolution with AI, big data, and blockchain playing pivotal roles. The circular economy and resource efficiency take center stage, advocating for a paradigm shift in sustainability strategies. In response, Lee recommends organizations revamp their sustainability approaches by adopting an integrated SEE framework

MENA EXPANSION AND STRATEGIC PARTNERSHIP:

The decision to enter the MENA region, according to Manjula Lee, stems from the region's rising demand for comprehensive sustainability solutions and its pivotal role in global mobilization. Hosting COP28 in the UAE provided a perfect platform for WWG to launch its strategic partnership with

e& Enterprise, a digital services powerhouse in the region. The collaboration aims to create the world's largest global sustainability exchange, powered by the G17Eco platform. This ambitious project extends its benefits to various stakeholders, including large enterprises, SMEs, government bodies, financial institutions, and regulators, supporting businesses and SMEs in the region.

CUSTOMIZING SUSTAINABILITY INITIATIVES FOR MENA:

Addressing the unique challenges of the MENA region, WWG adopts a localized and customized approach. Materiality assessments are conducted for each nation or organization, identifying key issues for risk reduction and value increase. The 'node' and marketplace on G17Eco established in each city or nation allow for customization, creating a local 'app store' for sustainability practitioners and services. The Tree of Life Institute, an integral part of WWG's approach, provides sustainability education and technical services, incorporating local academia for a holistic, regionspecific strategy. World Wide Generation stands at the forefront of a sustainable revolution, driven by a vision that extends beyond digital platforms. Manjula Lee's holistic approach, combining advanced technology with personal transformation, showcases a commitment to addressing the root causes of global challenges. As WWG navigates the future of business transformation, its strategic partnerships, bold announcements, and tailored initiatives pave the way for a conscious and resilient world. The journey from COP28 to the MENA region marks a significant chapter in WWG's story, where talk transforms into action, and sustainability becomes not just a goal but a way of life.



Industry and academic experts shed light on how businesses can reduce carbon emissions and boost profitability



Adnan Merhaba, Partner, Energy and utilities practice Lead, ADL Middle East

rthur D. Little (ADL), a management consulting firm, has published the latest issue of AMPLIFY, an ADL-edited journal that brings academic experts and business leaders together to advance thinking in critical areas of business and technology. The Journey to Decarbonization offers valuable guidance for businesses, providing a roadmap for achieving sustainable practices and addressing the pressing issue of reducing carbon emissions.

In the journal, ADL specialists, academic experts, and industry thought leaders comprehensively analyze global and regional decarbonization trends and present actionable insights to help businesses navigate their journey toward carbon neutrality. They emphasize that embracing sustainable practices can lead to cost savings and enhanced financial performance. This dual benefit of decarbonization and profitability creates a compelling business case for organizations.

Adnan Merhaba, Partner and Energy & Utilities Practice Lead at ADL Middle East, said: "Decarbonization is a multifaceted process that necessitates collaboration between the public and private sectors, energy companies, investors, governments, and end users. The latest edition of AMPLIFY aims to equip businesses with the knowledge required to achieve sustainability goals, gain a competitive edge, and contribute to a greener future."

Cities occupy only about 2% of the Earth's surface, but they consume significant resources and energy while contributing to many greenhouse gas emissions. Urban

areas consume around 75 percent of the world's resources and 70 percent of primary global energy, while contributing 50–60 percent of global greenhouse gas emissions. The transportation sector significantly contributes to overall energy consumption, accounting for almost 30 percent of energy usage worldwide and relying heavily on fossil fuels.

However, digital technologies are vital for improving delivery efficiency and supporting ecofriendly practices in supply chain management. For example, the UAE Smart City program has undertaken a project in Dubai Harbour that employs blockchain technology to manage the tracking and transportation of imported and exported goods effectively. These findings were published by the authors Ani Melkonyan-Gottschalk, and Maximilian Palmié in the AMPLIFY journal.

ADL's AMPLIFY journal provides valuable insights and practical strategies to lead decarbonization at this critical moment in global sustainability efforts. These recommendations, derived from thorough analysis, offer a clear roadmap for companies and governments to align their operations with environmental imperatives while maintaining or enhancing their profitability.

As stated in the journal by contributors Ani Melkonyan-Gottschalk and Maximilian Palmié, the following are key strategies for the journey toward decarbonization: Unified Approach to Mitigation and Adaptation: The journal advocates for an integrated strategy that combines mitigation and adaptation tactics, crucial for adequate climate protection in the freight sector. Beyond Technological Improvements: It highlights the necessity of strategies that extend beyond technological advancements to address the environmental impacts of freight transportation holistically. Multimodal Logistics Optimization: emphasizes optimization of multimodal logistics chains, advocating for a shift toward more energyefficient transportation modes. Public-Private Partnerships for Decarbonization: The document stresses the importance of public-private cooperation, leveraging advanced technologies for sustainable transportation networks. understanding of the private sector's needs and how to facilitate its efforts to enter emerging markets."

SAP insights report confirms data is king when it comes to building business resilience in UAE



Marwan Zeineddine, Interim Managing Director, SAP UAE



new report from SAP Insights, the global technology's research division, has revealed a formula for business resiliency, which includes access to data, innovation, optimizing processes and preparing the workforce for change. The insights were captured from a survey of more than 4,200 business leaders at medium and large organizations in 13 countries around the world, including the UAE.

A concerning finding is that most global business leaders interviewed do not believe their companies excel at many of the nine capabilities deemed necessary for resilience in the face of disruption. While 30% do not judge themselves as 'highly effective' at any of the capabilities, the remaining 70% give themselves this top rating in only three or fewer of capabilities.

It is notable, however, that the UAE scores were higher than the global average on all nine resilience capabilities. In the UAE, the capability on which executives most often rated themselves as highly effective was having the financial capacity in cash or other access to capital to withstand an unexpected market event, selected by 36.4% of respondents – higher than the overall global score of 30.2%. This was closely followed by having processes to prepare employees to adapt to new or different roles, with 34.3% deeming themselves highly effective at this, whereas globally it was 28.9%.

Commenting on the results, Marwan Zeineddine, Interim Managing Director,

SAP UAE, said: "It is positive to see that UAE companies feel better prepared than many of their global counterparts to deal with business disruptions, although a few improvements could greatly increase this confidence. Enhancing access to meaningful business data is a clear example. This is confirmed by the fact that respondents who rated their capability for dealing with current and future challenges as high, also reported having better access to data for decision-making, and vice versa. This is why SAP is so focused on incorporating data analytics and AI capabilities into our portfolio of business technology solutions to support agile and effective leadership."

In addition to current resilience, the report also found a similar global lack of confidence in businesses' ability to predict and prepare for problems that might affect them in the future. Almost one-third (32%) of respondents said they are not extremely satisfied (the top rating) with their company's performance in any of 12 capabilities needed for future resilience. Similar to current resilience findings, 65% said they are extremely satisfied wittheh only three or fewer areas, and no respondents chose all 12.

Once again UAE companies were more confident in their future resilience across all 12 capabilities, and the highest confidence was reported on the ability to monitor and analyze all aspects of the business, with 31.7% extremely satisfied, compared to 21.7% globally. The next highest rated capability was flexibility of business processes, for which 31% of UAE respondents were extremely satisfied, compared to only 22% in the global results.

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E-Mobility, A new reality: UAE residents expect complete electric and hybrid vehicle domination in a few years

l-Futtaim Automotive, one of the major divisions of Al-Futtaim Group - the Strategic E-Mobility Partner of the recently concluded COP28, unveiled the findings of an extensive survey exploring the challenges and perceptions of UAE residents towards Electric Vehicles (EV) adoption. The survey was conducted in partnership with YouGov, collating responses from 2,008 respondents.

The survey revealed significant shifts in perspectives underscoring the changing landscape of transportation preferences, starting with 64% sharing that they are concerned about the environmental impact of internal combustion engine (ICE) vehicles; a fact clearly reinforced in their strong interest to shift to electric vehicles in the coming years.

26% of those who currently do not own an EV are interested in purchasing one in the next 12 months, while 50% said 'maybe' to consider shifting to an EV in the same period, signaling a growing inclination towards electric vehicles.

A staggering 63% plan to make EVs their primary mode of transport within the next 6 months to 2 years, indicating a far swifter move towards sustainable mobility.

The huge interest in EVs is also a measure of the strong customer confidence in the UAE's charging infrastructure growth; 7 out of 10 residents predict that the UAE will have EV charging stations every few kilometres in the next five years.

Customers also predicted a widespread electric future in the UAE; nearly one-third of the respondents anticipate that 30–50% of the UAE's population will be driving EVs or hybrid cars by 2030.

Katib Belkhodja, Customer Centricity
Director, Al-Futtaim Automotive, commented
on the survey, "Firstly, the results surpassed
all our expectations. With 63% of respondents
unequivocally choosing to make electric
vehicles their primary mode of transportation,
the results are not only overwhelmingly
positive but also comprehensively reflect the
evolving perceptions of the UAE customers
towards electric mobility. It was very important
for us at Al-Futtaim Automotive to conduct



this survey, and get an accurate understanding of the customer mindset, especially against the backdrop of COP28."

Primary hurdles to EV adoption include safety concerns (49%), servicing costs (44%), lack of charging infrastructure (41%), battery longevity (41%), and resale value (32%).

Furthermore, 68% of the respondents believe that EVs are more expensive than regular fuel cars, a factor that could also discourage customers from making the shift.

Katib Belkhodja further added: "While there are still some barriers to overcome, the results have strengthened our belief in the e-mobility strategies we are currently pursuing. Our commitment to develop the electric mobility ecosystem - covering a wide EV portfolio, our own charging station (Charge2Moov) as well as e-mobility training for aftersales - directly answers most of the concerns obstructing widespread electric adoption. We are the only automotive group in the region committed to delivering this integrated, end-to-end EV offering, and through this, we are confident that we will be able to accelerate the green transition as well as fulfill our pledge to deliver 50% New Energy Vehicles and install 10% of the country's charging stations by 2030." observability to identify and resolve any backup or recovery problems before they begin.

BMW Group Middle East publishes sustainability whitepaper

following dialogues

BMW Group Middle East announces the release of a comprehensive whitepaper, based on key sustainability insights from the region's first BMW Group Dialogues held in Dubai. Key insights from the Dialogues include:

The Regional Energy
Transition: The Middle East
considers the energy challenge
as a strategic opportunity to
leverage its expertise in the
petrochemical value chain to play
a leading role in the development
of green mobility energies,
including Hydrogen.

Since 2011, over 35 dialogues have been held globally across

Europe, the US and Asia. This milestone event marks the first time a Dialogue has been hosted in the Middle East. The event brought together key stakeholders to discuss the pressing issue of climate change and the decarbonization of the mobility sector. The discussion centred around regional energy transition, which BMW Group has been advocating during, and outside of, COP28 UAE.

Attendees included the Consul General of Germany, along with several prominent CEOs and senior executives from across the region. An expert panel brought together specialists in climate



action to share their insights. The findings present a regional perspective on the climate crisis and outline actionable steps towards mitigating climate change and promoting sustainable mobility. Dialogues and the whitepaper emphasise the BMW Group's dedication to fostering environmental stewardship and engaging diverse stakeholders in shaping a sustainable future.

80% Mastercard cards in UAE to be sustainable by 2025 as part of pledge



Thanks to commitments from the UAE's banks, 80% of Mastercard cards in the market issued from 2025 will be sustainable. This is the outcome of Mastercard's UAE Sustainable Cards Pledge, an initiative that mobilizes the country's banks to switch to cards made from sustainable materials by

2025. This makes the UAE the first country in the world to do so three years ahead of the Mastercard's global target of 2028. The pledge has witnessed a strong uptake, with more than ten banks and financial institutions having signed up to date.

In line with the objectives

of the country's Year of
Sustainability – and on the
LAsidelines of COP28 global
climate conference – the
initiative aims to make it easier
for consumers and businesses
to reduce the environmental
impact of their wallets. Building
on the strong sustainability
momentum in the UAE's
banking industry, reflected in
the 32% growth of green finance
in 2022, the pledge highlights
Mastercard's role as a force
multiplier for positive change.

Mastercard is committed to building a more sustainable world. The company is on track to achieve net-zero emissions by 2040 through a host of sustained efforts. Earlier this year, the technology giant announced that from January 1, 2028, all its newly produced plastic payment cards will be made from more sustainable materials, including recycled or bio-sourced plastics, such as rPVC, rPET and P.

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YOUGotaGift, a digital marketplace, has reduced cloud infrastructure emissions

YOUGotaGift, the leading digital marketplace of digital multibrand gift cards in the Middle East has significantly reduced its cloud infrastructure carbon emissions. In October 2022, the company's emissions were nearing 1 metric ton/month, and through strategic initiatives, the company has reduced this figure to 0.3 metric tons/month, marking a remarkable 70% reduction in less than a year. As per reports, the global gift card market, estimated to be worth nearly \$450 Billion in 2023, is expected to reach USD 1.5 Trillion by 2032.

YOUGotaGift has implemented key measures, including the migration of applications to high-efficiency EC2 machines (virtual machines). Additionally, the company transitioned its database systems to the highefficiency Aurora Serverless V2 platform, strategically scaling down systems during non-peak hours. Furthermore, YouGotaGift has established a zero-waste compute infrastructure on AWS utilizing EKS (Amazon Elastic Kubernetes Service). The company's steadfast commitment to sustainability is monitored and measured



through AWS Carbon Emission Statistics, provided by Amazon Web services.

As the global community converged for COP28 in the UAE, for an unprecedented commitment to address climate change, YOUGotaGift proudly introduced its special edition HappyYOU Card — the GOGREEN Card. Aligned with the dedication to reduce its carbon footprint, this card serves as a symbol of actionable steps towards a more sustainable future.

Chalhoub Group, Schneider Electric initiate services agreement targeting supplier carbon footprint



Chalhoub Group, partner and creator of luxury experiences in the Middle East, has initiated a sustainability services agreement with Schneider Electric, a leader in digital transformation of energy management and automation to transform its suppliers' carbon footprint roadmap across the region. The announcement was made amid the 28th session of the Conference of the Parties to the **UN Framework Convention on** Climate Change (UNFCCC), being held at Expo City Dubai.

The agreement represents the second phase in Chalhoub Group's journey to attaining Net Zero by 2040.

Chalhoub Group aims to reduce absolute Scope 1 and 2 GHG emissions by 50.4% by 2032 from a 2021 base year*. The company also commits to reduce absolute Scope 3 GHG emissions from purchased goods and services, upstream transport and distribution, upstream leased assets and investments by 30% within the same timeframe. These include emissions

associated with activities such as purchasing goods and services, transportation and distribution (both upstream and downstream), waste generated, business travel, employee commuting, and the end-of-life treatment of sold products.

The collaboration with Schneider Electric will primarily target selected suppliers in the 'Purchased Goods and Services' category, who account for most of the Group's Scope 3 emissions. In 2023, a diagnostic mapping of Chalhoub Group's suppliers was conducted to identify those with high emissions that had yet to establish science-based carbon reduction targets. After categorising the supplier base, a service agreement was signed to mark the next major milestone, the launch of a supplier engagement programme.

e& introduces eco-friendly Green SIM Card initiative for UAE customers



e& has announced the introduction of an eco-friendly Green SIM Card initiative for its UAE customers in the run-up to the upcoming 28th Conference of the Parties COP28 in Dubai.

As the Principal Technology Partner of the event, sustainability remains a key factor in e&'s overall mission to meet its 2030 net-zero target as it accelerates the implementation of climate action projects in its UAE operations. With the country hosting COP28 and declaring 2023 as the 'Year of Sustainability', e& is accelerating the pace of its green initiatives to enable a low carbon society, reduce environmental impact and promote sustainability.

The Green SIM Cards initiative is part of e&'s Environmental, Social, and Governance (ESG) commitment to create a greener tomorrow by actively tackling

climate challenges at all levels of its operations.

Manufactured from recycled consumer electronics, the new cards are more environmentally sustainable than traditional cards with lower carbon footprint. Over half a million Green SIM Cards have been procured to widely cater to visitors and attendees arriving in the UAE for the COP28 event.

e& has taken substantial steps to reduce its carbon footprint and is working toward achieving net-zero in scope 1 and 2 within the group's operations in the UAE by 2030. The group has deployed energyefficient wireless equipment at its mobile network sites. This transformation has led to a remarkable 52 per cent reduction in energy consumption compared to conventional equipment. This translates to an annual decline of 7.6 tonnes of carbon emissions per site.

Alef Education demonstrates Alef Metaverse, EcoChamps course to promote climate education



Alef Education, a UAE-based global leader in education technology, is participating in the ongoing COP28 to highlight the crucial role of innovative solutions such as the Alef Metaverse and the EcoChamps course in promoting climate education and environmental sustainability.

The company's flagship exhibit at the Greening Education Pavilion, hosted by the UAE Ministry of Education at COP28, is the Alef Metaverse. This innovative solution combines world-class gamification with educational platforms in a carefully moderated and controlled environment. The experience provides compelling, engaging, and immersive learning experiences that promote greater academic flexibility and raise awareness of carbon emissions and sustainability principles.

As the UAE Ministry of

Education's strategic partner at the conference, Alef Education uses comprehensive data analysis and visualization techniques to provide COP28 delegates with valuable insights into the country's green learning achievements and the impact of tackling climate change. As part of its Data Showcase, this initiative is being developed and implemented by the Ministry of Education with the support of Alef Education technology. The company also unveiled the EcoChamps program at COP28, which raises awareness of climate change and promotes sustainable practices among UAE students in line with COP28 sustainability goals.

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Riyadh Air selects Aviation Maintenance and Engineering software from Swiss-AS

Swiss-AS announced the signing of a strategic agreement with the emerging Saudi Arabian airline Riyadh Air, for the implementation of Aviation Maintenance and Engineering software solution AMOS. As a national carrier, Riyadh Air will play a significant role in promoting Saudi Arabia's economic and cultural interests globally, aiding in the development of Riyadh as a major destination in the Middle East.

The signing ceremony took place in Dubai, with

representatives from both Riyadh Air and Swiss-AS present to celebrate the occasion after their extraordinary debut at Dubai Airshow 2023 and the unveiling of several commercial agreements with leading companies such as IBM, Lucid Motors, Lufthansa Systems, and Saudia.

The newly signed partnership will involve aligning AMOS's capabilities with Riyadh Air's strategic goals, such as enhancing customer satisfaction, improving operational reliability, and driving innovation in

maintenance operations.AMOS as a best-in-class solution

The selection of AMOS follows a rigorous and meticulous evaluation, which positioned AMOS as the comprehensive software solution that will seamlessly integrate with Riyadh Air's evolving ecosystem IT systems landscape. The airline is currently in the process of selecting and defining the solutions essentials for its commercial operations planned for 2025. A critical aspect of this partnership relies on AMOS's ability to integrate Riyadh Air's evolving fleet, accommodate new aircraft types and drive the carrier's sustainability mission for engineering. AMOS is planned to closely integrate with the carriers' digital initiatives to reach its sustainability goals. This collaboration marks a significant milestone in Rivadh Air's commitment to optimise its maintenance operations from the very start, with the goal of achieving the highest overall efficiency through AMOS.

Stride Ventures receives approval from Abu Dhabi Global Market for Category 3C licence

Stride Ventures, a venture debt fund renowned for supporting pioneering startups and highgrowth companies, unveils its latest milestone by securing an in-principle approval from the Financial Services Regulatory Authority of Abu Dhabi Global Market for a Category 3C licence. Subject to final regulatory approval from the FSRA on the grant of the licence, this landmark empowers Stride Ventures to explore new avenues for global expansion, particularly the option to establish an exclusive Fund in ADGM with a

strategic focus on investments within the GCC region. Having successfully managed three thriving INR-denominated funds in India, along with a USD Fund at GIFT City, this newly acquired licence positions Stride Ventures to drive innovation and cultivate growth on a global scale.

This foray into Abu Dhabi positions the firm to actively engage in the GCC region's burgeoning startup landscape and seek global investments. This will enable Stride to cater to the global entrepreneurial ecosystem, and also ease Indian



startups' entry into the GCC region with tailored financial solutions and mentorship.

ADGM, globally recognised as a financial epicentre, is celebrated for its regulatory environment that fosters financial innovation and collaboration. Stride Ventures' establishment in ADGM amplifies its capacity to facilitate investments and offer financial expertise to emerging businesses across the GCC and beyond.

Emirates Steel Arkan to adopt IBM Envizi ESG Suite software for sustainability reporting

Emirates Steel Arkan and IBM announced that the Group will be leveraging the advanced capabilities of IBM Envizi ESG Suite software to streamline the sustainability reporting process through revolutionized data utilization and insights as part of its digitization strategy to capture value and increase productivity and efficiencies. Collaborating seamlessly with IBM's business partner, Gulf Business Machines, this strategic implementation of Envizi marks a pivotal moment for Emirates Steel Arkan do drive its digital infrastructure modernization efforts forward using the power of digital capabilities to make data-driven decisions and reporting.



Aligned with the UN Climate Change Conference (COP 28) and the UAE's "Year of Sustainability," this initiative underscores Emirates Steel Arkan's commitment to operationalizing sustainability, advancing environmental goals, and realizing its decarbonization ambitions in line with UAE's net zero by 2050 strategic initiative. The IBM Envizi ESG Suite software establishes a robust data foundation, simplifying greenhouse gas (GHG) emission calculation and reporting while

significantly reducing reporting time.

As one of the region's leading steel and building materials groups, we have always emphasized and remained committed to innovation and sustainability. We are on a continued quest to boost our accountability and transparency and proactively working to enhance our ESG reporting process to give us a clear picture of where we stand, and how far we still must go to achieve our ambitious decarbonization goals. The IBM software will enable the Group to harness the transformative power of data analytics to deliver faster and more accurate results that will inform effective ESG strategies and action plans."

5G subscriptions to grow from **26** million in **2023** to **75** million in **2029** according to Ericsson

The November 2023 edition of the **Ericsson Mobility Report projects** that total mobile subscriptions in the Gulf Cooperation Council will grow from 76 million in 2023 to 81 million in 2029. 5G will make up 34% of all mobile subscriptions by end of 2023 at 26 million subscriptions. 5G subscriptions are projected to grow at 19 percent annually over the forecast period from 26 million subscriptions in 2023 to 75 million in 2029, to account for around 90 percent of total subscriptions by 2029.

The GCC is also expected to experience steady mobile data traffic growth, with a compound annual growth rate (CAGR) of 16 percent forecast between 2023 and 2029. 5G traffic is expected to be the primary driver of growth



with monthly data usage per smartphone expected to reach 66 GB by 2029.

Service providers are exploring various ways to monetize their investments in 4G and 5G networks through services such as machine-to-machine (M2M) or IoT, including fleet management, remote monitoring, health and

financial services. Additionally, several smart-city projects are in development or have been proposed, which will utilize 5G network capabilities significantly across various use cases. Network slicing, 5G standalone, and API exposure will be key enablers for service providers to bring incremental revenues from new use cases.

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Portfolio of buildings under Dubai International Financial Centre, receive 15 LEED Certifications



In a major sustainability milestone that reflects its commitment to responsible environmental practices, the portfolio of buildings under Dubai International Financial Centre, the leading global financial hub in the Middle East, Africa and South Asia region, have been awarded 15 LEED Certifications by the US Green Building Council (USGBC).

The iconic 15-storey DIFC Gate Building, the gateway to the financial district, was awarded the prestigious LEED Platinum Certification, the highest rating within the Leadership in Energy and Environmental Design (LEED) framework, recognised for implementing several sustainable strategies including energy efficiency, water conservation, waste management, transportation, and human experience.

14 additional structures within DIFC including Innovation One, also received LEED Gold certification for excellence in green building practices.

The distinguished achievement is a testament to DIFC's ongoing efforts in integrating bestin-class practices that aim to foster a smarter, resilient, and more sustainable future in line with its DIFC Strategy 2030, the Centre's decarbonisation drive, and the UAE's Net Zero by 2050 initiative.

To fulfil its sustainability aspirations, DIFC executed a series of practical and measurable strategies and technological solutions to optimise and enhance building design, construction, operations, and maintenance across its portfolio of buildings. Incorporation of innovative HVAC cooling systems and use of renewable energy sources such as solar PV cells have enhanced energy efficiency while regular audits are conducted to identify and address energy inefficiencies. DIFC has also upgraded conventional lighting solutions with LED and other energy efficient control systems.

Digital health market of Saudi Arabia and UAE to reach \$4 billion by 2026 says Honeywell

With the regional healthcare industry witnessing increasing demand for advanced technologies and innovation, Honeywell reveals some of the top trends in the MedTech industry that will help healthcare providers meet this surge in demand and face ongoing costcontrol pressures. Healthcare spending in the GCC is forecasted to reach \$99.6 billion in 2023 with the UAE and Saudi Arabia commanding 80% of total digital health solutions to benefit patients and improve outcomes in areas including chronic disease management, diagnostics and preventative care. Greater MedTech adoption

is expected to make healthcare practitioners' lives easier, making them more efficient, productive and effective at supporting patient wellbeing.

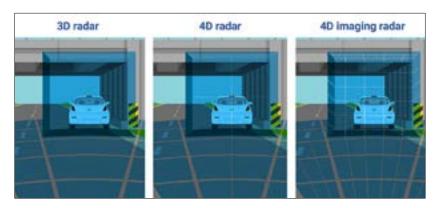
Despite the numerous challenges that the healthcare industry faces today, there is immense opportunity in properly leveraging advanced technologies. With sensing technology, for example, data can be captured and harnessed for predictive insight into healthcare delivery. Wearable devices provide real-time patient monitoring and recording of vital signs data to make routine tasks by healthcare professionals easier, improving the experience



of patients. Health analytics dashboards are updated to alert of any potential issues, enhancing worker productivity and enabling process efficiency. spending.

According to a separate report, the combined digital health market of Saudi Arabia and the UAE is estimated to reach USD 4 billion by 2026, with both nations using efficiency.

70% new cars shipped in 2022 had front-facing radar, 30% had side radars finds IDTechEx



Radar has been one of the most significant additions to vehicles in the past two decades. It provides luxury advanced driver assistance system (ADAS) features like adaptive cruise control (ACC), as well as critical safety features like automatic emergency braking and blind spot detection. It has grown from an expensive accessory feature on the most upmarket cars to an almost ubiquitous presence

across all price points.

IDTechEx's research conducted in "Automotive Radar 2024–2044: Forecasts, Technologies, Applications" shows that, on average, 70% of new cars shipped in 2022 had a front-facing radar, while 30% had side radars. However, with ADAS systems becoming more sophisticated and level 3 autonomous systems entering the market for the first time, radar technology needs

to improve to meet the new performance demands these systems require. As such, the industry is now seeing the first generations of "4D imaging" radars come to market and get deployed onto vehicles. With that in mind, here IDTechEx explores what a 4D imaging radar is, why it is needed, and what new technologies they are using.

Firstly, a 4D radar is not automatically an imaging radar. The two terminologies can sometimes seem interchangeable; however, IDTechEx believes it is important to distinguish between the two. In the past, most radar have been limited to 3 dimensions, with these being azimuth (horizontal angle), distance, and velocity. A 4D radar simply means the addition of some resolving ability in the elevation direction.

Crypto exchange, Bybit celebrates fifth anniversary with personality-based trading competition

Bybit, the world's third-largest crypto exchange by volume, is celebrating its fifth anniversary with a unique personality-based trading competition.

This initiative invites crypto enthusiasts to discover their trading personalities, gain NFTs, and join their fellows in a team competition that rewards trading prowess.

Bybit's fifth anniversary is an opportunity for traders of all personality types, whether they're the pioneering ISTP "Trailblazer" with a penchant for disruptive technologies or the ESTP "Entrepreneur" who thrives on the adrenaline of day trading. This event celebrates the diverse tactics and strategies within the crypto community, offering a stage for every partiipant to shine.

Starting from 10 AM UTC on Nov. 27 until 10AM UTC on Dec. 25, 2023, participants can take the Archetype personality test to receive a trading personality analysis. Everyone who takes the quiz will receive a distinctive NFT avatar and the first 10,000 entrants will earn a 10 USDT voucher. In the spirit of inclusivity, those who decline the test can directly enter the trading competition by selecting a personality archetype of their choice.

With 16 unique designs and



a supply of 10,000 for each, these NFTs are distributed on a first-come, first-served basis. These digital assets are not just for show; traders can exchange Archetype NFTs on the Bybit Marketplace and even merge Origin Archetype NFTs (colorful) to create Hero Archetype NFTs (shiny silver) and Legend Archetype NFTs (shiny gold).

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DP World's Jebel Ali Free Zone, Group AMANA complete Phase 1

Jafza Logistics Park

DP World's Jebel Ali Free Zone has successfully completed Phase 1 of Jafza Logistics Park, a multi-tenant logistics warehousing facility developed in collaboration with Group AMANA.

Jafza Logistics Park is a significant milestone in DP World's commitment to providing world-class logistics solutions to meet the growing demand for warehousing and distribution space in the region.

The first phase covers a vast area of 562,507 square feet and includes a variety of facilities, such as 'Grade-A' Dry & Pharma storage units, temperature-controlled warehouses, and office space. The park is also equipped with amenities, such as loading docks, security, and



CCTV surveillance.

Phase 1 was leased completely before its completion, showing the strength of demand for logistics and warehousing solutions.

Phase 2, which will add another 250,000 square feet of Grade A storage facilities, is scheduled for completion in Q1 2025. It is also being developed by Group AMANA, one of the GCC's leading

design and build construction consultancies.

Jafza Logistics Park was designed with sustainability in mind. It uses precast concrete elements and off-site construction techniques to reduce its environmental impact. The park also features skylights to harness natural lighting during the day, effectively reducing energy consumption.

Mohammed Bin Rashid Aerospace Hub welcomes Australia based Ansett Aviation Training

Mohammed Bin Rashid Aerospace Hub, the aerospace platform of Dubai dedicated to the advancement of the aviation industry, has welcomed Ansett Aviation Training, the global operator of pilot simulator training centres from Australia, which set up its ATR 72-600 full flight simulator at Dynamic Advanced Training at the Mohammed bin Rashid Aerospace Hub in Dubai South, to enhance the regional pilot training infrastructure. The launch event took place during the Dubai Airshow 2023 and was attended by top officials from MBRAH, AAT, and industry stakeholders.

The ATR72-600 full flight

simulator has been certified by the European Union Aviation Safety Agency (EASA), which is a significant milestone for AAT and the region as the simulator is the first EASA certified ATR72-600 full flight simulator in the Middle East.

The strategic location of this new pilot training centre, located a few minutes' drive from Al Maktoum International Airport, provides airlines with training infrastructure that is easily accessible from all parts of the globe. As the full flight simulator is EASA certified, Ansett Aviation Training will be able to offer EASA training for airlines. In addition, Ansett Aviation Training Dubai can provide



training under future approvals from regional NAAs.

MBRAH offers global aerospace players high-level connectivity and is a free-zone destination for the world's leading airlines, private jet companies, MROs, and associated industries.

Located in and developed by Dubai South, MBRAH is also home to maintenance centres and training and education campuses.



SUSTAINABLE FUTURE OF INDUSTRY

AVEVA is carving a distinct path toward a sustainable future, transcending traditional boundaries of business and technology.

he company's journey unfolds as a multifaceted narrative, intertwining operational excellence, technological innovation, and a profound commitment to environmental stewardship. This exploration goes into the intricate layers of AVEVA's sustainability agenda, speaking about its aspirations to redefine industry norms and contribute significantly to a greener, more resilient world.

AVEVA's Sustainability Pillars: At the heart of AVEVA's commitment lies a holistic approach, encapsulated in three pillars that form the foundation of its sustainability strategy. The "operational footprint pillar" underscores

the company's dedication to modeling environmental and ethical stewardship in its daily operations. This goes beyond compliance, reflecting a conscious effort to ensure that every facet of AVEVA's existence aligns with the principles of sustainability.

The "technology handprint" is where AVEVA truly flexes its innovation muscles. It's not about merely mitigating harm; it's about actively contributing to a sustainable future. AVEVA recognizes that its core business, technology, plays a pivotal role in shaping the sustainability landscape. It's not just about providing solutions; it's about empowering industries to embrace circular practices,

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LISA WEE, Head of Global Sustainability, AVFVA

decarbonize, and enhance resilience.

The third pillar, the "inclusive culture pillar," underscores AVEVA's commitment to fostering a workplace where diversity and inclusion aren't corporate jargon but integral components of the innovation engine. AVEVA understands that sustainability thrives in an environment where diverse perspectives converge to drive meaningful change.

Digitalization as a

global community grapples with the urgent need for sustainability, AVEVA harnesses the transformative power of digitalization. Sustainability, in essence, is about achieving more with less, respecting the planet's limitations. AVEVA's approach is not merely about adopting digital technologies; it's about leveraging them as pivotal tools to cut emissions and drive progress toward a sustainable future.

AVEVA facilitates its industrial partners in developing and tracking CO2 emission baselines, optimizing operational efficiency, and driving measurable gains through process optimization. Here, machine learning and AI aren't abstract concepts; they are the engines propelling industries toward a sustainable future. AVEVA's digital solutions play a crucial role in enabling customers to combine process improvements with the aim of driving energy efficiency at scale. The impact is tangible waste reduction by 20%, showcasing the real-world applications of AI in achieving sustainability goals.

Collaboration becomes the crux of AVEVA's digitalization efforts. AVEVA understands that no company can achieve its net-zero target in isolation; collaboration is the linchpin for systemic change.

Empowering Customers for Sustainability: Their software is a transformative force empowering its customers to reach sustainability and net-zero goals. These aren't just case studies; they are blueprints for a sustainable future, illustrating the realworld impact of AVEVA's technology on efficiency and sustainability. In Europe, WE

Power unifies data from 3,000 turbines, ensuring they work in unison, combining operational information with climatic predictions to pre-empt the best way to generate power from incoming weather events. It's not just about harnessing wind power; it's about doing it strategically. In Germany, Toyota's vehicle manufacturing plant used cloud-based data to cut the time needed to validate environmental data from hours to seconds. The result? A 35% reduction in energy consumption and a 28% decrease in CO2 impact. It's not just about making cars; it's about doing it sustainably. In the oil and gas sector, Saudi Aramco leverages datadriven insights enriched with AI to improve the reliability, performance, and safety of hydrogen processing. It's not just about extracting resources; it's about doing it responsibly. Aker Carbon Capture utilizes the cloud to help engineers collaborate in real time, boosting engineering efficiency by 20%. It's not just about capturing carbon; it's about doing it efficiently. Fortescue Future Industries monitors the performance of new hydrogen production plants using AVEVA's digital design and simulation tools. It's not just about producing hydrogen; it's about doing it with a keen eye on performance and sustainability.

AVEVA's Role in the Energy
Transition: As the global energy
landscape undergoes a seismic
shift, AVEVA positions itself
not just as an observer but as
an active participant, steering
the ship toward a cleaner and
more secure energy future.
The company's efforts extend
beyond optimizing existing

Sustainability Catalyst: As the

assets; they encompass a broader vision of embracing renewable technologies and exploring emerging frontiers. AVEVA collaborates with Repsol, a multinational energy company based in Spain, using process simulation and PI Vision tools to optimize energy and utility usage. The collaboration exemplifies the practical application of AVEVA's solutions in decarbonization, a critical area for energy providers looking to align with sustainability goals.

In the realm of hydrogen, AVEVA joins forces with leaders such as ThyssenKrupp, Topsoe, Wood, and Saudi Aramco to mature and scale innovative technologies and processes. The goal isn't just to capture hydrogen; it's about doing it in a way that contributes to a cleaner future. Harnessing the potential of green hydrogen could avoid up to 80 gigatons of cumulative CO2 emissions by 2050, contributing significantly to the required abatement for a net-zero economy.

Global Alignment and Future Plans: AVEVA doesn't operate in isolation; it aligns its sustainability initiatives with global standards to measure its impact. The company follows the GHG Protocol for its climate initiatives, ensuring transparency and accountability. Goals and targets are not vague aspirations; they are tangible objectives focused on becoming net-zero ready.

The focus isn't just on internal operations; AVEVA sets ambitious goals for its entire value chain. While achieving a 93% reduction in scope one and scope two emissions associated with its own operations, the company now shifts its focus to decarbonizing

its entire value chain. It's not just about reducing its carbon footprint; it's about influencing and transforming the entire industrial ecosystem. AVEVA is meticulous in its approach, conducting maturity assessments for its products to evaluate their progress in green product design principles. It actively engages with its supply chain, ensuring that suppliers understand and align with AVEVA's environmental commitments and ESG goals.

AVEVA's plans and strategies in the realm of sustainability and decarbonization come into focus. The company is not content with being a mere player; it aspires to lead by example. AVEVA has set a comprehensive set of 15 goals to achieve by 2025, reflecting its commitment to a future where sustainability isn't just a goal but an inherent part of every operation.

AVEVA has already achieved a 93% reduction in scope one and scope two emissions associated with its operations. However, its primary focus now extends beyond its own operations; it aims to decarbonize its entire value chain. This signifies a shift from individual efforts to a systemic transformation. They are also proactive in ensuring that its software is designed with green principles in mind. Energy consumption is not just a technical detail; it's a crucial aspect that AVEVA measures through labs in its R&D centers in India and California. As the energy sector transitions to future fuels, AVEVA acknowledges the need to ensure its solutions seamlessly support this transition. It's not just about offering software; it's about offering solutions that are fit for the energy transition.

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THE AI REVOLUTION AND INNOVATIONS DRIVING PATIENT-CENTRIC SOLUTIONS

Dr. Ismael, Executive vice president of e-health at Najran Health Cluster, explores the far-reaching impact of AI on healthcare in the region, dissecting its influence on medical research, drug discovery, surgical precision, administration, education, and crisis response.

AI'S INFLUENCE ON HEALTHCARE IN SAUDI ARABIA

AI's transformative effects on healthcare in Saudi Arabia are evident across various domains. The technology is revolutionizing medical research and drug discovery, accelerating the development of medications through the analysis of extensive medical and genetic data. Surgical precision is enhanced as AI-powered robots assist surgeons, ensuring improved outcomes and reduced postoperative complications. In healthcare administration, AI streamlines workflows, reduces costs, and enhances patient care by analyzing patient information and medical records. Furthermore, AI contributes to healthcare education through virtual reality simulations and AI-powered training modules, fostering the development of proficient healthcare professionals.

COVID-19 PANDEMIC AND ACCELERATION OF DIGITAL HEALTH TECHNOLOGIES

The COVID-19 pandemic has prompted an accelerated adoption of digital health technologies in Saudi Arabia. Telemedicine, facilitated by platforms like Mawid, Seha, and Sehhaty, ensures continuous patient care amid lockdowns. Innovative approaches, including mobile apps for contact tracing and automated robots for screenings, showcase Saudi Arabia's commitment to leveraging technology in crisis response. These advancements not only enhance the efficiency of COVID-19 measures but also establish a resilient digital infrastructure for future healthcare challenges.

ENSURING DATA SECURITY AND PRIVACY IN AI IMPLEMENTATION

Robust measures are in place to safeguard data security and privacy in the implementation of AI in Saudi Arabian healthcare. Regulatory frameworks from the Saudi Data and Artificial Intelligence Authority (SDAIA) and the Saudi



DR. ISMAEL, Executive Vice President, e - health, Narjan Health Cluster



Al empowers a resilient, patient-centric healthcare system uniquely tailored to the needs of the Kingdom.



Food and Drug Authority (SFDA) ensure compliance and enforce standards. Encryption techniques, access controls, and secure storage systems are deployed to protect patient data. Ongoing training programs for healthcare professionals and AI developers enhance their understanding of data security protocols. Continuous monitoring and incident response plans demonstrate a commitment to maintaining the integrity and confidentiality of patient information.

COLLABORATIVE PARTNERSHIPS DRIVING AI INNOVATION

Collaborative partnerships between healthcare institutions,

government agencies, and the private sector play a pivotal role in driving AI innovation in Middle Eastern healthcare. These partnerships address challenges such as limited resources and a growing patient population. By combining resources, expertise, and investments, Saudi Arabia fosters an environment conducive to AI research and development. The collaborative approach attracts investment and promotes economic growth, ultimately contributing to a sustainable healthcare ecosystem.

LOCAL AI SOLUTIONS TAILORED TO HEALTHCARE NEEDS

Efforts to develop local AI solutions tailored to Saudi Arabia's healthcare needs are underway. Government support for local innovation is exemplified by startups creating AI-based chatbots capable of effective communication in Arabic. AI algorithms are designed to analyze extensive healthcare data, identifying patterns specific to prevalent diseases in the region for early diagnoses and personalized treatment plans. Leading research institutions, such as the King Abdullah University of Science and Technology (KAUST), contribute to the development of AI solutions addressing local healthcare challenges.

ADVANCES IN HEALTHCARE POWERED BY AI

Recent advances in healthcare powered by AI demonstrate its transformative impact.

Machine learning algorithms enable early disease detection, precise medical imaging interpretation, and improved patient engagement. AI-

powered chatbots and virtual assistants provide personalized information and guidance, enhancing patient-provider relationships. For healthcare providers, AI increases efficiency, reduces diagnostic errors, and optimizes resource allocation, ultimately improving healthcare delivery.

TELEMEDICINE AND REMOTE MONITORING TECHNOLOGIES IN SAUDI ARABIA

The adoption of telemedicine and remote monitoring technologies has surged in Saudi Arabia. Platforms like Mawid, Seha, and Sehhaty facilitate remote consultations, appointment bookings, and the delivery of medical advice. Wearables and smart devices allow patients to track vital signs for remote monitoring, contributing to proactive and preventive healthcare. These technologies reflect Saudi Arabia's commitment to advancing healthcare accessibility and patientcentered care. AI is reshaping healthcare in Saudi Arabia across various fronts. The integration of AI promises improved patient outcomes, increased efficiency, and a resilient healthcare system. The stringent focus on data security, collaborative partnerships, and locally tailored solutions underlines Saudi Arabia's commitment to ethical and sustainable AI implementation. As the nation continues its technological journey, the integration of AI emerges as a powerful force, shaping the healthcare landscape and paving the way for a more resilient and patient-centric healthcare system in Saudi Arabia.

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BUILDING A CULTURE OF SUSTAINABLE AI BY EMPOWERING WORKERS WITH DATA

An AI Centre of Excellence, composed of varied and complementary talents will work towards building a team of unicorns, by developing AI products, staying current on technology changes, and nurturing AI champions across business units.

here is hardly a business in the region that is not at least considering how to integrate artificial intelligence, AI into its technology mix. But two main obstacles present themselves, a talent shortage and the identification of use cases.

In the United Arab Emirates, UAE an entrylevel data scientist can expect to earn around AED12,000 a month, and salaries can reach up to AED30,000 for a senior data scientist and more than AED 50,000 for a lead data scientist.

These are rare, and hence, expensive, skills. The top salaries are going to people who have both the technical knowledge and business knowledge to overcome both obstacles. I need hardly tell you how rare these professionals are.

Rather than go on a unicorn hunt, many enterprises are choosing to upskill the talent



GREGORY HERBERT, SVP and GM EMEA, Dataiku

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The old requestand-delivery working model is replaced with collaboration between hub and spokes on every project, the ownership of which is retained by the spokes.



they have, training AI experts in business matters and introducing business users to the world of AI. A recent Dataiku study revealed that among businesses that have implemented AI at scale, delivery of what we call Everyday AI, 85% had crosstrained their teams.

But their success was only made possible by ensuring business users got the same access to data and AI as technical teams did. Other recent Dataiku research found that while almost all, 94% data science and technology specialists in the UAE have this access, only 42% of business users reported the same.

The solution to this gap lies in how organisations start their AI journeys. They commonly find that they operate a series of information silos, which must be eliminated before the real work can begin. Part of this process may involve developing a shared infrastructure designed for reducing costs and time to value.

An AI Centre of Excellence, composed of varied and complementary talents will work towards building a team of unicorns. They will develop AI products, stay current on technology changes, and nurture AI champions across

business units. If the Centre of Excellence demonstrates value, wider programmes may emerge, and AI may be adopted and used more widely and for more critical tasks.

Break-down of silos
At this stage, silos will
irrevocably break down and
cultural challenges may emerge
but with data and AI skills on
the rise along with value, the
bulk of concerns should erode
to make way for a sharing
environment where value can
be added everywhere. What is
created in place of legacy silos
is a hub-and-spoke super-team
with AI experts in the centre and
business units all around.

The old request-and-delivery working model is replaced with collaboration between hub and spokes on every project, the ownership of which is retained by the spokes.

To ramp up AI adoption, the Centre of Excellence is supported by a Centre for Acceleration, which is responsible for getting frontline business users involved in product development. The goal is to build unicorn teams in every spoke so that subject matter experts can bring their knowledge to the program and innovate without having to file a request with the IT and AI teams and wait for a visit from a

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Low- and no-code development platforms not only make Al more accessible to business users, but they also help companies to align with programmes such as the UAE's National Program for Coders.



requirements analyst.

Business users as AI developers can add value quickly and become pivotal in introducing flexibility and rapid ROI across the enterprise.

When democratising access to data and AI, an embedded structure, where rules such as responsible AI are simplified and centralised and data science is integral to every business function works best. This is easier for companies that started as digital businesses, but for legacy organisations, it is a process.

No matter which category applies, a common AI platform makes life considerably easier. From data collection through to experimentation, training, analysis, and development, the platform will facilitate the building of unicorn teams and the interdisciplinary working approach that follows.

Self-sufficiency

Low- and no-code development platforms not only make AI more accessible to business users; they help companies to align with programs such as the UAE's National Program for Coders. Self-sufficiency emerges from a talent crisis and ensures that progress is not hindered, either within a company or in the wider economy.

The platform must entice users of all skill levels to experiment and learn. If it can do this, the Centre of Excellence will show the value of AI quickly and clearly and embed it in the DNA of the business. It is the central platform and the dedication of the Centre of Excellence that will turn adoption into longevity. At the end of this road is Everyday AI, the culture

where every employee uses AI in much the same way as they use email.

Another detracting argument may arise, that upskilling employees only means they will leave and take those skills with them. But in today's employee experience labour market, what we often see is polls suggesting workers will leave to find an employer that will invest in their professional development.

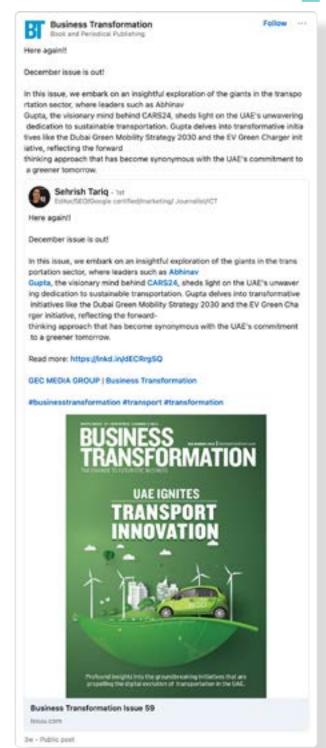
This means that not investing in people is a greater risk than investing. Even if untrained employees stayed, what value would they add to a company's struggle to stay relevant in a digital economy?

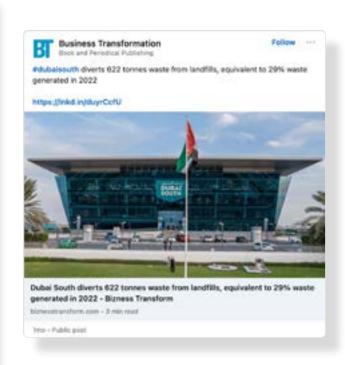
A common AI platform can play a central role in upskilling, either through training groups of staff with the same skills from different departments, or training differently skilled employees from the same department. The central AI platform should inspire adoption and facilitate upskilling; however it is managed. This is how an enterprise can build its organisation-wide AI dream team of unicorns.

A December 2021 McKinsey global study on general business transformation showed that among change projects where frontline employees felt a sense of ownership and took the initiative to drive change, 79% were successful.

As democratisation of access to data and AI increases, so does upskilling. And as upskilling proceeds, so the awareness in the value of AI increases. This calls for more upskilling. And the cycle repeats to deliver a range of benefits across the business, a sustainable culture of Everyday AI.









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Yazan Abdeen, Chief Executive of Asset Management, Al Ramz Corporation

Al Ramz Corporation appoints Yazan Abdeen as Chief Executive of Asset Management

Al Ramz Corporation announced the appointment of Yazan Abdeen as chief executive of its asset management business. Yazan will spearhead Al Ramz's distinguished asset management division, a foundational component of the Group. This boasts an impressive track record and manages a robust portfolio of assets under management. With a comprehensive value proposition that includes fund management, discretionary portfolio management, and tailored family business services, Al Ramz continues to solidify its leadership position in the industry, catering to a growing clientele.

Yazan boasts an extensive track record in asset management, having accumulated over twenty years of expertise in the MENA capital markets. He has served in key roles such as CEO of Abu Dhabi Investment Management, Head of MENA Capital Markets at SEDCO Capital, and Fund Manager at ING Investment Management Middle East. Notably, Yazan was instrumental in launching and managing the first MENA equities long, short hedge fund in the Middle East.



Hakan Ozdemir, CEO Siemens Smart Infrastructure, Middle East

Hakan Ozdemir elevated to CEO of Siemens Smart Infrastructure, Middle East

Siemens named Hakan Ozdemir the Chief Executive Officer of Siemens Smart Infrastructure in the Middle East. He succeeds Franco Atassi, who held the position since 2019.

Ozdemir joined Siemens in 2014 as the director of strategy and business development in Turkey, after working for other prominent companies in the U.S., Germany, and Turkey. He is a seasoned management professional with broad experience in industry, infrastructure, healthcare and technology. Born in Munich, Ozdemir earned his bachelor's degree in chemistry from Boğaziçi University in Turkey, and a bachelor's degree and Master of Business Administration from the University of West Georgia in the U.S. In addition to his new role, Ozdemir is the CEO of Siemens in Qatar, a position he's held since October 2022.



Simon Lewis, Vistage Chair

Vistage announces third CEO group in Dubai headed by Simon Lewis

Vistage announced a significant milestone in its international growth with the launch of a new group in Dubai. This expansion further solidifies Vistage's commitment to fostering leadership excellence in the Middle East, showcasing the organization's global impact with a community of 45,000 members across 35 countries.

Nathan Farrugia, a driving force in Vistage's Middle East expansion, has played a pivotal role in establishing the organization's presence in the region. Having successfully launched two CEO groups in Dubai in 2022, following accomplishments in Malta, Farrugia's leadership and strategic vision have been instrumental in this continued growth.

Continuing the momentum of expansion, Vistage is pleased to introduce Simon Lewis, a distinguished leader with over 30 years of experience, who will chair the newly formed third group in Dubai. Comprising 12 CEOs and business owners, Lewis's wealth of leadership acumen and expertise will undoubtedly enhance the group's dynamics.





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