

GULF BUSINESS

— A W A R D S 2 0 1 7 —

THE AWARDS

The *Gulf Business Awards* cover a wide spectrum of economic sectors, from energy to real estate.

In each sector, a company and business leader of the year will be recognised. One business leader from this group will be selected for the prestigious accolade of overall 'Business leader of the year'.

ATTENDEES

Each year, the *Gulf Business Awards* celebrates regional titans of industry, government officials, small and medium-sized enterprises as well as entrepreneurs. The typical profile of our guest is aged 35 upwards with a mid-to-top level salary income bracket and high disposable income.

Professionally, GBA attendees are at the top of their game. Not only do they drive forward the corporate agenda, but they also drive the national and international agendas. Our audience consists of those who have contributed in raising the Gulf's profile, both regionally and internationally.

COMPANIES AND BUSINESS LEADERS

All of the company and business leader nominations will come from the public and the judges. Those shortlisted will be carefully measured on the following criteria.

JUDGING CRITERIA

Innovation

A company's/business leader's ability to lead a sector through thought-leadership, continual innovation and cutting edge strategy.

Growth/expansion

Company growth in the last year and expansion into new markets.

Financial results

Company results in terms of assets, profits and turnover taken in a wider market context.

Product quality

The ability to deliver exceptional, innovative, customer-orientated products of the highest quality.

Service delivery

The ability to provide excellent service to all stakeholders including customers, partners and suppliers.

Corporate social responsibility

A firm's efforts to give something back to wider society in terms of mentorship, environmental concerns, charity and corporate social responsibility.



INTRODUCING THE JUDGING PANEL:



Mark Beer, OBE
Chief executive at DIFC Dispute Resolution Authority



Ian Fairservice,
Motivate managing partner and group editor-in-chief



Neil King
Editor of Gulf Business

GULF BUSINESS

AWARDS 2017

BUSINESS EXCELLENCE



BUSINESS EXCELLENCE AWARDS

From the winners of the company of the year category for each sector, only one will receive the prestigious accolade of overall:

- **Gulf Business company of the year**

From the winners of the business leader of the year category for each sector, only one will receive the prestigious accolade of overall:

- **Gulf Business business leader of the year**

The awards below recognise individual excellence:

- **Innovator of the year**
- **Businesswoman of the year**
- **Lifetime achievement award**
- **Happiness & positivity company of the year**

PUBLIC VOTE

THE PEOPLE'S CHOICE AWARDS (PUBLIC VOTED CATEGORIES)

- **Entrepreneur of the year**
- **CSR initiative of the year**





CATEGORIES

- Banking
- Real estate
- Aviation and transport
- Retail
- Energy
- Tourism and hospitality
- Healthcare
- Technology
- SME
- Media and marketing



GULF BUSINESS

AWARDS 2017

BUSINESS LEADER OF THE YEAR



CATEGORIES

- Banking
- Real estate
- Aviation and transport
- Retail
- Energy
- Tourism and hospitality
- Healthcare
- Technology
- Media and marketing



GULF BUSINESS

AWARDS 2017

COMPANY/BUSINESS LEADERS PREVIOUS WINNERS



2016 WINNERS

ENERGY COMPANY OF THE YEAR

Masdar

TOURISM AND HOSPITALITY
COMPANY OF THE YEAR

Jumeirah

AVIATION AND TRANSPORT
COMPANY OF THE YEAR

Emirates

BANKING COMPANY
OF THE YEAR

Emirates NBD

TECHNOLOGY COMPANY
OF THE YEAR

Samsung

MEDIA AND MARKETING
COMPANY OF THE YEAR

OSN

HEALTHCARE COMPANY
OF THE YEAR

Mediclinic

RETAIL COMPANY OF THE YEAR

Dubai Duty Free

REAL ESTATE BUSINESS LEADER
OF THE YEAR

H.E. Mohamed Alabbar, Emaar

ENERGY BUSINESS LEADER
OF THE YEAR

Mohamed Jameel Al Ramahi, Masdar

TOURISM AND HOSPITALITY
BUSINESS LEADER OF THE YEAR

H.E. Helal Saeed Almarri, DTCM

AVIATION AND TRANSPORT
BUSINESS LEADER OF THE YEAR

Paul Griffiths, Dubai Airports

BANKING BUSINESS LEADER
OF THE YEAR

H.E. Abdul Aziz Al Ghurair, Mashreq Bank

TECHNOLOGY BUSINESS LEADER
OF THE YEAR

H.E. Saif Al Aleeli, Dubai Future Foundation

MEDIA AND MARKETING
BUSINESS LEADER OF THE YEAR

Jonathan Labin, Facebook Middle East, North Africa and Pakistan

HEALTHCARE BUSINESS LEADER
OF THE YEAR

H.E. Humaid Mohammed Obaid Al Qatami, Dubai Health Authority

RETAIL BUSINESS LEADER
OF THE YEAR

Colm McLoughlin, Dubai Duty Free

CSR INITIATIVE OF THE YEAR

ActiveLife by Daman

BUSINESSWOMAN OF THE YEAR

H.E. Dr. Raja Easa Al Gurg, Easa Saleh Al Gurg Group

INNOVATOR OF THE YEAR

Dubai Future Foundation

SME OF THE YEAR

Fetchr

ENTREPRENEUR OF THE YEAR

Mudassir Sheikh and Magnus Olsson, Careem

2015 WINNERS

REAL ESTATE COMPANY
OF THE YEAR

Emaar

ENERGY COMPANY OF THE YEAR

DEWA

TOURISM AND HOSPITALITY
COMPANY OF THE YEAR

Hyatt

AVIATION AND TRANSPORT
COMPANY OF THE YEAR

Emirates

BANKING COMPANY OF THE YEAR

ADCB

IT AND TECHNOLOGY
COMPANY OF THE YEAR

Huawei

MEDIA AND MARKETING
COMPANY OF THE YEAR

OSN

HEALTHCARE COMPANY OF THE
YEAR

Saudi German Hospital

RETAIL COMPANY OF THE YEAR

Majid Al Futtaim, Retail

REAL ESTATE BUSINESS LEADER
OF THE YEAR

Abdulla Al Habbai

GROUP chairman, Meraas Holding

ENERGY BUSINESS LEADER
OF THE YEAR

Dr Ahmad Belhouli, CEO, Masdar

TOURISM AND HOSPITALITY
BUSINESS LEADER OF THE YEAR

Gerald Lawless, President and group CEO, Jumeirah

AVIATION AND TRANSPORT
BUSINESS LEADER OF THE YEAR

Sir Tim Clark, President, Emirates

BANKING BUSINESS LEADER
OF THE YEAR

Ala'a Mohamed Eraiqat

Executive director and CEO, ADCB

IT AND TECHNOLOGY
BUSINESS LEADER OF THE YEAR

H.E. Ahmad Bin Humaidan, Director general, Dubai Smart Government

MEDIA AND MARKETING
BUSINESS LEADER OF THE YEAR

David Butorac, CEO, OSN

HEALTHCARE BUSINESS LEADER
OF THE YEAR

Dr B.R. Shetty, Founder CEO and executive vice chairman, NMC Healthcare

RETAIL BUSINESS LEADER
OF THE YEAR

Ronald Mouchawar

Co-founder and CEO, Souq.com

CSR INITIATIVE OF THE YEAR

Abdullah Al Ghurair Education Foundation

SME OF THE YEAR

Kcal

BUSINESSWOMAN OF THE YEAR

Dr Amina Al Rustamani

Group CEO, TECOM Investments

INNOVATOR OF THE YEAR

UAE Space Agency

ENTREPRENEUR OF THE YEAR

Ronald Mouchawar

Co-founder and CEO, Souq.com

2014 WINNERS

MEDIA AND MARKETING
COMPANY OF THE YEAR

Starcom Mediavest Group/VivaKi

IT AND TECHNOLOGY COMPANY
OF THE YEAR

Dubai Smart Government

ENERGY COMPANY OF THE YEAR

ADNOC

TOURISM AND HOSPITALITY
COMPANY OF THE YEAR

Hilton Worldwide

RETAIL COMPANY OF THE YEAR

Dubai Duty Free

AVIATION AND TRANSPORT
COMPANY OF THE YEAR

Ethihad Airways

BANKING COMPANY OF THE YEAR

Emirates NBD

HEALTHCARE COMPANY OF THE
YEAR

Al Noor Hospitals

REAL ESTATE COMPANY OF THE
YEAR

DAMAC

MEDIA AND MARKETING
CEO OF THE YEAR

John Antoniadis, Starcom Mediavest Group

IT AND TECHNOLOGY
CEO OF THE YEAR

Osman Sultan, du

ENERGY CEO OF THE YEAR

Saeed Khoory, ENOC

TOURISM AND HOSPITALITY
CEO OF THE YEAR

H.E. Reem Al Hashimy, Dubai Expo 2020

RETAIL CEO OF THE YEAR

George Kostas, Majid Al Futtaim Properties

AVIATION AND TRANSPORT
CEO OF THE YEAR

Sir Tim Clark, Emirates

BANKING CEO OF THE YEAR

Shayne Nelson, Emirates NBD

HEALTHCARE CEO OF THE YEAR

Marwan Abedin, Dubai Healthcare City

REAL ESTATE CEO OF THE YEAR

Abdulla Lahej, Emaar

CSR INITIATIVE OF THE YEAR

H.E. Saeed Mohammed Al Tayer, DEWA

INNOVATOR OF THE YEAR

H.E. Abdul Aziz Al Ghurair, Mashreq

ENTREPRENEUR OF THE YEAR

Mudassir Sheikh and Magnus Olsson, Co-founders, Careem

BUSINESSWOMAN OF THE YEAR

H.E. Noura Al Kaabi, twofour54

GULF BUSINESS BUSINESS EXCELLENCE AWARDS 2017 PREVIOUS WINNERS



THE LIFETIME ACHIEVEMENT AWARD



2016
Sunny Varkey
GEMS, Varkey Foundation



2015
H.E. Easa Saleh Al Gurg



2014
H.E. Mohamed Alabbar,
Emaar

BUSINESS LEADER OF THE YEAR



2016
Paul Griffiths,
CEO Dubai Airports



2015
Sir Tim Clark
President, Emirates



2014
Shayne Nelson,
Emirates NBD

COMPANY OF THE YEAR



2016
Jumeirah



2015
Emaar



2014
Dubai Duty Free

BUSINESSWOMAN OF THE YEAR



2016
H.E. Dr. Raja
Easa Al Gurg,
Easa Saleh Al
Gurg Group



2015
Salma Hareb,
CEO, Jebel Ali Free
Zone Authority



2014
Dr. Amina Al
Rustamani
Group CEO,
TECOM
Investments



2016
Dubai Future
Foundation



2015
UAE Space Agency



2014
H.E. Abdul Aziz Al
Ghurair,
CEO, Mashreq

ENTREPRENEUR OF THE YEAR



2016
Mudassir
Sheikha and
Magnus Olsson,
Co-founders,
Careem



2015
Ronaldo
Mouchawar
Co-founder and
CEO, Souq.com



2014
Mudassir Sheikh
and Magnus Olsson,
Co-founders,
Careem

CORPORATE SOCIAL RESPONSIBILITY AWARD



2016
ActiveLife by
Daman



2015
Abdullah
Al Ghurair
Education
Foundation



2014
DEWA

GULF BUSINESS

AWARDS 2017

THE EVENT ELEMENTS



EVENT DETAILS

Date: September 2017

Venue: TBC

Profile of Attendees: Corporate leaders, C-suite executives and high-ranking government officials plus SMEs and entrepreneurs

Number of Attendees: 350 +

The night: Awards dinner with a cocktail reception



GULF BUSINESS

AWARDS 2017

MEDIA PLAN

THE 2017 CAMPAIGN IS WORTH OVER US\$310,000 YOUR LOGO WILL BE ADDED TO ALL MARKETING COLLATERAL

PRINT	TITLE	DETAILS	MONTH																VALUE (US\$)		
			JULY				AUGUST				SEPTEMBER				OCTOBER						
Voting Entrepreneur of the Year CSR Initiative of the Year	Gulf Business	FP	1				1														\$11,000.00
	Business Traveller Middle East	FP	1				1														\$13,000.00
	Golf Digest	FP	1				1														\$7,500.00
	Campaign	FP	1				2														\$15,000.00
	The Week	FP	4				2														\$36,000.00
Post event & winners	Gulf Business	FP									1						1				\$11,000.00
	Business Traveller Middle East	FP									1						1				\$13,000.00
	Golf Digest	FP									1						1				\$7,500.00
	Campaign	FP									2						2				\$20,000.00
	The Week	FP									3						2				\$30,000.00
Newspaper	Khaleej Times	1/4 Page	1				1														\$9,604.00
																			\$173,604.00		

DIGITAL	PLATFORM	DETAILS	MONTH																VALUE (US\$)		
			JULY				AUGUST				SEPTEMBER					OCTOBER					
			1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3		4	
Website	Gulfbusiness.com	Sponsored content	1														1				\$7,000.00
	Campaignme.com	Sponsored content	1														1				\$7,000.00
MPU/Leaderboard/Half-page	Gulfbusiness.com	1 insertion = 25k impressions	6				6				6									\$40,050.00	
	Golfdigestme.ae		2				2				2									\$13,350.00	
	Campaignme.com		2				2													\$8,900.00	
EDM	Gulf Business	Database	1				1				1						1				\$21,120.00
	Campaign	Database	1																		\$5,280.00
	Business Traveller Middle East	Database	1																		\$5,280.00
Fitness First	Digipanel	Advert	1																	\$5,000.00	
	Radio	30 second slot	1																	\$5,000.00	
Radio	Dubai Eye	30 second slot	10	10																	\$4,356.33
Cinema	4 X VOX screens (Dubai)	15 second slot	1																		\$15,500.00
Elevison (3 minute loop)	DIFC and Media City	15 second slot	1																		\$2,859.00
																			\$140,695.33		
TOTAL																			\$314,299.33		

PRE -EVENT BENEFITS

- “In association with” lock-in logo created with event logo. Sponsors logo to be a maximum of 30 per cent ratio to event logo
- Logo on all event collateral, plus media plan worth over US\$310,000
- 30-second radio spot mentioning headline sponsor by name
- Logo on event invitations, website and e-mail campaigns
- A 250-word company profile on the event website
- One page advertorial in *Gulf Business* magazine
- One EDM to *Gulf Business* database



AT THE EVENT BENEFITS

- Presentation of two award categories. These include two of the top awards: Innovator of the year, Businesswoman of the year or Entrepreneur of the year
- Two tables of 10 to entertain clients in a prime location
- Logo on all branding at the event including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and menu
- Full-page advertisement in the menu
- Activation space in the pre-function area (to be managed and produced by sponsor) to showcase products and services (on-site sponsors collateral to be shared with Motivate before event)
- Two-minute headline sponsor's speech after Motivate's managing partner's welcome address (content to be event-appropriate and approved by Motivate in advance)
- TVC at event (30 seconds maximum)

POST -EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

PRE-EVENT BENEFITS

- Logo on all event collateral, plus media plan worth over US\$310,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns



AT THE EVENT BENEFITS

- Presentation of one award category (eg Banking company of the year & Banking business leader of the year).
- One table of 10 to entertain clients
- Logo on all branding at the event including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and menu
- Activation space in the pre function area (to be managed and produced by sponsor) to showcase products and services. Maximum 2mx2m (on-site sponsors collateral to be shared with Motivate before event)
- Full-page advertisement in the menu
- TVC at event (30 seconds maximum)

POST -EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

PRE-EVENT BENEFITS

- Logo on all event collateral, plus media plan worth over US\$310,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns



AT THE EVENT BENEFITS

- Two cars on display at the event (platform, lighting and management to be provided by the client)
- Opportunity for VVIPs and/or MC to experience the car by means of pick-up and drop-off service
- Option to have a hooked flyer placed on the rear-view mirror in all valet cars containing brand message and offer (eg Rather be driving a “insert your brand” book your test drive now)
- Presentation of two award categories (eg Transport company of the year, Retail company of the year)
- Two tables of 10 to entertain clients
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Full-page advertisement in the menu
- TVC at event (30 seconds maximum)

POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

PRE-EVENT BENEFITS

- Logo on all event collateral, plus media plan worth over US\$310,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns



AT THE EVENT BENEFITS

- Presentation of two award categories Entrepreneur of the year and SME company of the year
- Two tables of 10 people to entertain clients
- Logo on all branding at the event including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and menu.
- Activation space in the pre-function area, to be managed and produced by sponsor, to showcase your products and services maximum. 2mx2m (on-site sponsors collateral to be shared with Motivate before event)
- Full-page advertisement in the menu
- TVC at event (30 seconds maximum)

POST-EVENT BENEFITS

- Comprehensive post-event report
- Added value in sharing of attendees (Name of the company and name/position of person attending)
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

**Bespoke packages can be tailored to meet your company objectives.
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