

# **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**

**Mudassar 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

**Ronaldo 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

**Ronaldo 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

**Mudassar 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		
<b>TOTAL</b>																			\$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.  
For more details, please contact:**

**+971 4 427 3000 or [sales@motivate.ae](mailto:sales@motivate.ae)**



#### HEAD OFFICE

Motivate Publishing Group  
Media One Tower, Dubai Media City  
PO Box 2331, Dubai, UAE  
T +971 4 427 3000 F +971 4 428 2266  
[motivate@motivate.ae](mailto:motivate@motivate.ae)

#### ABU DHABI

801, Sheikh Omar Bin Zayed Building,  
9th Street, Tourist Club Area  
PO Box 43072, Abu Dhabi, UAE  
T +971 2 677 2005 F +971 2 677 0124  
[motivate-adh@motivate.ae](mailto:motivate-adh@motivate.ae)

#### LONDON

Motivate Publishing Ltd  
Acre House, 11/15 William Road  
London, NW1 3ER, UK  
[motivateuk@motivate.ae](mailto:motivateuk@motivate.ae)