

COMMUNITY CONNEXION

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JUNE
ISSUE 1, VOL 1

**MOST POWERFUL
WOMAN
IN ARAB
WORLD**



One
WORLD



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Beauty makes its mark

American reality TV star Khloe Kardashian brought a touch of glamour to the beauty show



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EDITOR SPEAKS

Connecting communities with fairs and festivals

COMMUNITY ConneXion is the first English language monthly publication that caters to multinational communities including the Emiratis (locals) in the country. The magazine, approved by National Media Council of UAE, will carry reports and features on community activities, corporate cultures, events, exhibitions and festivals. It will also highlight the achievements and contributions of entrepreneurs and their services to the country and communities.

The magazine is committed to cover a wide range of topics and the content will be driven through research into major trends as well as interviews with business and community leaders, experts, industry stakeholders and decision makers.

The UAE is committed to the pursuit of excellence. The country is a unique melting pot of people, a truly wonderful place to live in, to work in and to thrive in. It is indeed 'One World' that hosts more than 150 nationalities with diverse traditions and cultures and brings them together to foster global community in pursuit of a better world.

The beauty fair that concluded recently in Dubai makes its mark as American reality TV star Khloe Kardashian brought a touch of glamour to the show by launching her own brand of hair care products. It is heartening to note that UAE resident spends about Dh570 a year on beauty products.

As the summer is at its peak and the mercury continues to rise, it is time for UAE residents to go abroad to escape the sizzling temperatures or simply find ways to stay cool and make the season comfortable and enjoyable. Our 'Beat the Heat' section will bring exciting programmes with special offers and promotions in our next issue.

Ramadan has brought a sense of calm and serenity in the air as the holy month is set to start on June 18 subject to sighting of moon. Visitors can share the spirit of Ramadan in UAE and enjoy the country's hospitality and traditions at Iftars and Suhoors. Ramadan holds a special significance for all including the corporations in the Gulf region and it is a time to show compassion and help towards those in need. The charity drive will run throughout the month of Ramadan.

German Chancellor Angela Merkel tops the list of most powerful women in the world according to Forbes magazine. Congratulations to Shaikha Lubna Al Qasimi, Minister of International Cooperation and Development in UAE. We feel proud of this brilliant leader of UAE when she stood first in Arab countries and ranked 42 in the world among the most powerful women for 2015.

Abdul Haque Chowdhury
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ONE WORLD



UAE is a unique melting pot of peoples, a truly wonderful place to live in, to work in and to thrive in,
writes Bikram Vohra

If one had to package the United Arab Emirates there would be no hesitation in writing: 'Handle with care. Precious cargo.'

For, indeed, that is what it is. A very precious land to live in, one that has, over the past three decades made both, residence and visit, a privilege.

There are few other countries in the world that have been able to create such a durable equation between the cultural legacies of heritage and history and wed them with exquisite delicacy to the futuristic infrastructures of high technology. The highest standards of living in the world are still bedrocked in traditionalism. The resultant ambience is not only original it is unique and for this grand, high voltage, melting pot of peoples, a truly wonderful place to live in, to work in and to thrive in.

If there is one sentiment that best describes the Emirates it is the commit-

ment to one pursuit — the pursuit of excellence.

So, into the second decade of this rapidly passing new century we must ask ourselves what role the expats play, both as individuals and as a vibrant

age. Although we enjoy the delights of living the way we do most of those who are non-citizens continue a sort of ghetto mentality in which they tend to live in ethnic enclaves echoing their lifestyle values back home and doing little to imbibe knowledge about the traditions and customs of their adopted home. This is a flaw that has to be corrected.

As much as it is a flaw to 'forget' that it is an Islamic country and certain norms and courtesies must be followed. If there is an issue it is that far too many of us who are 'guests' tend to take undue advantage of the freedoms granted and then are surprised because there are consequences."

One of the reasons for the startling facts of the survey conducted by 999, a magazine published by the Ministry of the Interior is that ... the system has not placed any pressure on the individual to absorb cultural nuances. As such, one has been able to manage through the developmental stage speaking one's native tongue, eating one's native food, living one's native life with English as sort of rickety bridge for communicating across the lines.

It is indeed a deep sadness that good intentions have prevented thousands of expats from learning Arabic. Not that they do not want to, it is just that they don't get down to it. Years pass, decades go by and the intent is honest but it never sees fruition.

On this canvas there is still hope that

There are few other countries in the world that have been able to create such a durable equation between the cultural legacies of heritage and history and wed them with exquisite delicacy to the futuristic infrastructures of high technology.

the new generation will paint a different picture. Technology and the access to culture and customs and the sharing of these at the school level have definitely made a difference. The second generation of expatriates will be lot more learned about the country they live in and they will be flexible in absorbing these values because they have started off young.

Another very telling point is the fact that even though the UAE is dramatically hi tech and there is access to information most of the expat population does tend to fall back on unconfirmed rumour and word of mouth for its data on the nation and its way of life. This is a very serious observation and one that has to be addressed at various levels. Even the older expatriates need to give up this habit of listening to uneducated sources and making up their minds based on this premise.

Our endeavour is to bridge these gaps and create a positive and contributing community that encourages not just a sense of belonging but also a sense of responsibility like any citizenry. This can only happen if all of us climb aboard for what can be splendid journey into tomorrow.

RIPE

FOR THE PICKING!

Organic food revolution spearheaded by **Ripe** is taking on new dimensions, says **Becky Balderstone** during an interview with **Abdul Haque Chowdhury**



The Ripe Farm Shop in Al Manara has been a great success says Becky Balderstone, owner of Ripe

THE organic food market in the UAE is worth around \$18 million and it is estimated to grow at an annual rate of 12 to 15 per cent. This mini revolution or evolution has happened only recently and in the vanguard of this movement is a private venture – Ripe, organic food supplier founded by Becky Balderstone.

Now others have followed in the lead but Ripe has been steadfast in its chosen role of championing local businesses and farms here in the UAE.

Rising awareness among more middle-class consumers from various nationalities about the safe alternative offered by organic produce is attributed to the slow but rising demand each year.

Ripe also works with a number of local farmers in UAE, who are handpicked for their organic farming techniques, eco-friendly operating systems and local and international organic certifications.

Selling everything from fresh organic vegetables and fruits, to oils, organic coffee and gluten-free chocolate, the Ripe market gives UAE residents and citizens the opportunity to purchase healthy food products, Becky Balderstone told Community ConneXion.

Excerpts from the interview follows:

Can you describe Ripe's journey in the UAE from its launch in 2011?

Ripe launched in 2011 when I noticed I couldn't source organic, local, fresh pro-

duce boxes here, like I could in the UK and elsewhere. I knew there was an abundance of local UAE farms growing great produce, but no specific retail outlet for organic fruits and veggies. So Ripe was born.

We started with the Ripe box crammed with seasonal fruit and veggies and now the Ripe Box just one part of our business; we offer a whole range of local, organic fruits and veggies as well as a full retail range, we have opened our own retail space, the Ripe Farm Shop in Al Manara, offer online order, home delivery and pick up from collection points, run the UAE's leading community event, the Ripe Food & Craft Market and have implemented our Raising with Ripe community initiative.

What are your plans and objectives for the next couple of years?

Ripe is continuing to expand and develop as a company. Our agricultural manager is always working hard to source new varieties of produce so we can always provide our customers with something new. The Ripe Farm Shop in Al Manara has been a great success and with such interest from the local community and an increasing product range, we are starting to outgrow our home so I would love to open further retail outlets across the UAE. And of course, we are always looking to expand the Ripe Markets in other locations to really engage with the community across the UAE.



Visitors through a Ripe outdoor market at Zabeel Park in Dubai.

Are there any moves to open more weekly markets in the UAE, considering that it is catching up with many sections and communities in the UAE?

The Ripe Markets in both Dubai and Abu Dhabi have been hugely popular this season, but with the temperatures rising, the outdoor market season is coming to end.

Our Ripe Market in Zabeel Park has already stopped and on 9th May we move indoors to Time Square Center on Sheikh Zayed for a indoor summer market. It will be everything you know and love about the Ripe Market but without the heat.

The Ripe Night Market at Al Barsha Pond Park continued throughout May and our Abu Dhabi Market in Mushrif Central Park was closed recently. The market we have at The Collection, St Regis Saadiyat Island Resort will continue to run throughout the summer, but move to an area inside.

There is a general perception that organic food is beyond the budget of most families, except the high-income ones? What is your response to this?

Ripe is all about making organic food accessible and offering affordable options to feed your family. Because we offer pro-

duce from local farms, that is in season it's more affordable than people may think.

Please describe the concept of the weekly food markets? Who are the participants and what has been the feedback from the public?

The Ripe Food & Craft Markets are the only place in the UAE where residents come to share their love of fresh, seasonal, organic, local and handmade produce. The Ripe Food & Craft Markets in Dubai and Abu Dhabi offer organic produce, grown by local farmers in the UAE. And each week we have a whole host of other local businesses offering arts, crafts, food, fashion, jewellery and gifts. The Ripe Food & Craft Markets are also a perfect place for kids as we offer a range of activities, including a petting zoo, sand art and more.

Can you elaborate on your programmes to promote healthy eating, especially among school-going children?

We are a family-focused company and educating and engaging the next generation about the food they are eating is very important for us. That is why we launched 'Raising with Ripe'. We have many schools on board and every week we deliver fruit and veggie boxes.

GCC TAKES BIGGER BITES

Rising population boosts food consumption in UAE and other Gulf countries, reports

Uzma Khan



Hypermarkets and supermarkets cater to diverse tastes of consumers by offering a wide range of quality products and brands

MODERN retail formats of hypermarkets and supermarkets are gaining popularity among busy consumers in the UAE and other five Gulf countries, as they cater to diverse tastes and preferences through their wide array of food products and brands.

Rising population is one of the key drivers of food consumption in the UAE and rest of the GCC nations as it naturally increases the demand for food.

Based on the International Monetary Fund (IMF) data, the population in the Gulf is projected to increase at a 2.4 per cent CAGR between 2014 and 2019 to reach 57.6 million. The already high rate of urbanisation across the GCC is only set to rise in the future which will also impact the GCC Food Industry.

Urban lifestyles have raised the standard of living of individuals and changed their eating pattern, resulting in a shift in the diet towards protein-enriched foods as well as packaged and fast foods. Consumption of such premium products has contributed to the growth of the food industry

The region's per capita income is likely to increase at an annual average rate of

2.5 per cent between 2014 and 2019. Rising income levels have led to strong preference for discretionary and high-priced food products such as organic, cut-vegetables, ready-to-cook, marinated meat, and flavored milk. This has, in turn, drawn international as well as local food retailers and manufacturers to establish and expand their presence in the region.

International tourist arrivals in the GCC region are expected to show an annual average growth of 7.8 per cent between 2014 and 2024, adding to the demand for food, especially packaged products and cooked meals in restaurants.

Cereals are likely to remain the most consumed food category, accounting for

46.5 per cent of the region's total food consumption in 2019. However, rising consumption of high-priced protein-rich and healthy foods is expected to gradually eat into the share of cereals in the total food consumption.

According to Alpen Capital, food consumption in the GCC, backed by encouraging macroeconomic drivers, is expected to grow at a 3.5 per cent CAGR between 2014 and 2019 to reach 51.9 million metric tonnes.

Subsequently, cereals consumption is expected to show an annualized growth of 3 per cent between 2014 and 2019, slower compared to the 4.4 per cent and 3.8 per cent annual rise in meat and fruit consumption, respectively.

During the forecasted period, food consumption in Qatar and the UAE is expected to grow at a CAGR of 5.5 per cent and 4.8 per cent, respectively, the fastest across the GCC. Saudi Arabia is the largest food consuming nation in the GCC and is anticipated to remain so for the foreseeable future. Food consumption in Saudi Arabia is estimated to show an annual average growth of 3 per cent from 2014. Oman, Kuwait and Bahrain also show similar growth patterns ranging from 2.7 per cent to 3.2 per cent.

The report seven key trends and those include: Rising demand for packaged foods, emerging private labels, a growing food processing segment, increase in

healthy and organic food consumption, rise in the halal food consumption, increasing investments into fish farming, and finally use of technology for boosting domestic produce.

Challenges

Though the food industry in the GCC is growing, it is not devoid of challenges.

Securing a steady supply of food remains a key challenge for the GCC governments due to their dependency on imports. Another hurdle in increasing food supply is the lack of effective private sector participation in domestic food projects due to price controls, labour laws, and lack of clarity on government regulations with

regard to incentivizing the private players with land allotments.

An unstable socio-political environment in the Middle East poses a threat to the import of food into the region. Being largely dependent on food imports, the Gulf nations are always exposed to the fluctuations in international food prices.

The GCC region is facing extreme water scarcity due to persistent decline in its renewable water resources. An inadequate water supply is adversely impacting the region's limited agricultural productivity.

Logistic and regulatory procedures involved in managing a global supply chain pose a challenge in ensuring that quality products reach the consumers in a timely manner. The supply chain infrastructure, in its current state, presents a significant scope for improvement in the Gulf. Rising consumer awareness about adulteration and tighter regulatory oversight on food safety have drawn attention towards taking corrective measures, which are vital to the growth of the industry.

Despite various challenges and change in trends, GCC's food sector will continue to grow on the basis of GCC's demographics and other robust macro factors.

MBRSG report indicates that majority of Arabs back use of social media in public services

LET'S GET SOCIAL

A MAJORITY of Arab people support governments' use of social media in taking citizen engagement and services delivery to the next level, according to industry experts.

The observation was made at the latest 'Innovation Days' event jointly hosted by the Mohammed Bin Rashid School of Government (MBRSG) and SAP, the world's leading business software company.

Highlighting specific findings of a report published by MBRSG, panellists said more than half (55 per cent) of the respondents in a survey strongly support governments' use of social media for the design and delivery of public services.

The Arab Social Media report titled 'Citizen Engagement and Public Services in the Arab World: The Potential of Social Media' also indicates that the Arab world has over 82 million Facebook users and 5.8 million active Twitter users, with more than one in five people actively using social media platforms.

With the digital economy picking up the pace, the Arab World's public sector is increasingly using the Internet of Things and social media feedback to better understand citizens' sentiments, risks, and needs—enhancing delivery and relevance of services and visibility into tax spending, while reducing costs.

Dante Ricci, senior director, Public Services - SAP, said: "As citizens in the Middle East become more used to getting



real-time personal and business information via mobile devices and apps, they increasingly expect similar responsiveness from the public sector.

"Social media can improve peoples' lives here in the region by providing better citizen support, increased accountability and transparency, and accelerated transformational policies."

"SAP views social media as one of the key innovation engines helping governments to transform services delivery. Social media strengthens communities, helping citizens to report issues, supporting multi-channel services delivery and allowing governments to harness the power of information to build economic and social growth," Ricci said.

The UAE population is one of the most active in the region for social media usage, with the percentage of people using Facebook in the country currently exceeding 60 per cent of the total population, or more than five million users.

These numbers make the UAE the second largest country in the GCC for social media penetration, according to the 2014 UAE Social Media Outlook, jointly published by MBRSG and Dubai Press Club.

Dr Ali Sebaa Al Marri, executive president, MBRSG, said: "The UAE is at the forefront of Arab countries in utilising social media in the provision of services, whether for citizen engagement, innovation, or intergovernmental collaboration.

"A case in point is the success of the

recent 'UAE Brainstorming Session' via Twitter, initiated by Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to crowdsource ideas for addressing healthcare and education issues in the UAE. Another good example of mature social media use is Dubai's enhanced focus on m-government services in various areas."

Developing social media proficiency is also becoming increasingly important in the UAE employment market, with demand for social media skills expected to increase 28 percent in the next three years, according to the Oxford Economics and SAP study "Workforce 2020".

Approximately a third of the employees in the UAE expect to be proficient in social media within three years, according to the study.

Dr Yasar Jarrar, partner advisor at Bain & Company and founder of the first Arabic Portal for digital government, said: "Today, information technology and the rise of social media are the two most important trends shaping the future of government, in the UAE and beyond.

"Governments can use social media to communicate with the citizens, listen to their thoughts and concerns, and jointly design public policy solutions. The UAE has taken the lead in the region on all three elements with visible examples."

— Community Connexion Report



UAE-based NRIs
contributed over
20% worth \$16 billion
in remittances
last year according
to WorldBank,
writes *Uzma Khan*

INDIA RETAINS TOP SPOT WITH \$70B IN REMITTANCES

INDIA maintained its leading position in remittances pulling in \$70 billion from Non-Resident Indians (NRIs) around the world while UAE-based NRIs contributed more than 20 per cent of the total amount worth \$16 billion in 2014, according to the latest report by World Bank.

The money being sent by expatriates can have a positive impact not just on the personal finances of the migrant workers and their

China ranks second with \$64 billion and the Philippines finds third position with \$28 billion



families, but also on the economy of the receiving countries.

The US, Saudi Arabia, Germany, Russia and the UAE remained the top five migrant destination countries and apart from India, China, Philippines, Mexico and Nigeria are the top five remittance recipient countries, in terms of value of remittances, the report revealed.

Total remittances in 2014 reached \$583 billion. After India, China ranked second with \$64 billion and the Philippines with \$28 billion placed the country at third spot. Mexico with \$25 billion and Nigeria with \$21 billion in remittances took fourth and fifth position respectively. The global

flows of remittances are expected to accelerate by 4.1 per cent in 2016, to reach an estimated \$610 billion, rising to \$636 billion in 2017.

The UAE is expected to record a double-digit growth in remittances to India. The country has around 130 exchange houses across all emirates.

Xpress Money, which has presence in 150 countries, predicts more than 15 per cent growth in remittances to India in 2015. The exchange house has more than 170,000 payout locations across the world.

Philippines, which is the third largest remittances recipient country, expects 5.5 per cent year on year growth in 2015 but first two months data shows remittances grew only 2.4 per cent. Remittances to Philippines grew 8.5 per cent in 2014 and the money sent by Overseas Filipino Workers (OFWs) contributed 8.5 per cent of the country's GDP last year.

Overseas Pakistanis sent remittances amounting to \$13.3 billion in the first three quarters of 2014-15, showing a 15 per cent year on year growth, according to the latest data released by the State Bank of Pakistan.

In March, Pakistanis based in foreign countries sent home \$1.5 billion, which is 13.3 per cent higher than the remittances received in the preceding month of February. Inflows from Saudi Arabia were the largest source of remittances in the first three quarters of 2014-15. They amounted to over \$4 billion in July-March, up 19.3 per cent from the same nine months of 2013-14. Remittances received, July-March period, from the UAE increased 28.8 per cent to \$2.9 billion on a year-on-year basis.

Bangladesh, which is among the world's top 10 remittance earning countries, received around \$15 billion from its expatriate workers in 2014.

Expatriates' remittances to Lebanon increased by more than 13 per cent to \$8.9 billion in 2014 over \$7.8 billion in 2013, according to World Bank.

According to World Bank, global remittances are estimated to reach Dh2 trillion this year and more than Dh2.5 trillion by 2016.



UAE JEWELLERY SPARKLES

Retailers in the country hope that affordable prices will continue to attract buyers, writes *Uzma Khan*

WOMEN love jewellery and specially gold jewellery across the world and UAE is no exception as yellow metal jewellery demand in the country increased by nearly 6 tonnes during January to March period compared to previous three months.

Jewellery demand in the UAE jumped to 16.5 tonnes in the first quarter of 2015 compared to 10.6 tonnes in the last quarter of 2014, World Gold Council latest report has revealed.

Overall consumer gold demand also increased by 7.2 tonnes to 19.8 tonnes in the country compared 12.6 tonnes by the end of last year. Dubai Shopping Festival (DSF), which comes in January, plays a significant role to increase consumer gold demand during one month of the festival. Daily and weekly raffle draws also lure buyers to try their luck.

Indians, the major expat community in the country, buy jewellery during their own festivals and also increase demand. Consumers' gold demand in India and Pakistan recorded 15 per cent and 16 per cent increase, respectively. India gold demand reached 191.7 tonnes while Pakistan's stood at 8.3 tonnes in the first quarter of the year.

Jewellery retailers in the country are optimistic for the rest of the three quarters sales and hoped that affordable prices will continue to attract buyers.



"We expect jewellery consumption to continue to grow at a modest pace while retail investment in bars and coins is unlikely to return to the peaks," Joyalukkas chairman and managing director Joy Alukkas has said.

Gold prices are around 10 per cent lower at the moment compared to same period last year. Malabar Gold & Diamonds managing director for international operations Shamlal Ahamed also hoped for the stable gold prices.

"Pockets of strength in jewellery were balanced by weakness elsewhere as demand responded to local conditions in each market. Higher volumes in India, the US and the smaller Southeast Asian mar-

kets were set against declines in China, Turkey, Russia and the Middle East. The net result was a three per cent year-on-year contraction in the sector," said WGC in its Gold Demand Trends report for the first quarter of 2015.

Gold demand in the UAE for total bars and coins recorded the highest increase of 65 per cent to 3.3 tonnes in the March quarter of 2015 compared to two tonnes in the last quarter of 2014. On a quarterly basis, consumer demand jumped by more than 57 per cent to 19.8 tonnes compared to 12.6 tonnes in the fourth quarter of 2014. Jewellery demand increased by 55.6 per cent quarter-on-quarter to 16.5 tonnes in the previous quarter.

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THE 22nd edition of Arabian Travel Market 2015 which concluded here in May has witnessed more than 26,000 visitors at the event, representing a 15 per cent growth in participants over last edition and the organizer of the show claimed that 68 per cent of the exhibitors had rebooked space for next year.

The spotlight theme for ATM 2016, to be held from 25-28 April, will be mid-market travel, an area of opportunity and demand that has been steadily gaining ground in the last couple of years, with the regional hotel pipeline set to add a new dimension in accommodation in key locations across the Middle East, according to a top official of the organizing company Reed Travel Exhibitions.

The four-day show, which is the largest travel trade exhibitor showcase in the Middle East, also welcomed several new initiatives this year including the Captains of Industry lunch, the Travel Tech Show at ATM with over 50 travel tech-specific exhibitors, the RateGain Travel Technology Theatre and Visa Exhibitor Showcase Theatre; as well as the return of the high profile UNWTO Ministerial Forum hosted by National Council of Tourism & Antiquities and the all-new ATM Best Stand Awards.

Exhibitor numbers across the nine halls totalled 412 confirmed participants including 113 first-timers, with over 2,800 exhibiting companies representing 86 countries, 64 national pavilions and a packed schedule of over 50 seminar and tech theatre sessions.

"The preliminary figures for this year's show yet again underscore Arabian Travel Market's relevance to the regional travel and tourism sector, and reflect general industry confidence as well as underlining the vital role that tourism plays in driving regional economies towards a sustainable future," said Nadege Noblet-Segers, Exhibition Manager, Arabian Travel Market.

"The mood on the show floor across the four days of the exhibition was incredibly dynamic and buoyant, we have already had 68 per cent of ATM 2015 exhibitors rebook space for next year – such was the enthusiasm on the show floor, 20 per cent of 2015 exhibitors are already



His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, during his visit to Arabian Travel Market 2015 held in Dubai recently.

ATM OPENS NEW HORIZONS

New events and features boost attendance at Arabian

Travel mart, the region's leading travel trade exhibition

contracted for 2016, a great achievement given that this is the first time that contracting has ever taken place at the event," she added.

The Captains of Industry closed door lunch and networking event, which was sponsored by Al Rayyan Hospitality, featured keynote speaker Geoff Cousins, former Global Director for Jaguar who addressed a line-up of top commercial travel industry movers and shakers.

New exhibiting destinations included

Croatia and Serbia with an international contingent of companies making their ATM debut including the Slovak Tourist Board, Slovakia; Travel Plan-Eurostar, US; Izmir Development Agency, Turkey; Al Rayyan Hospitality, Qatar; Small Luxury Hotels of the World, UK; L.E. Hotels, Spain; Hard Rock International, US; Dubai Parks & Resorts, Dubai and Four Seasons Hotels & Resorts, USA and Even Global, Malaysia.

"The GCC market holds great potential for us with the increase of direct flights



Travel professionals and visitors through the 20th edition of Arabian Travel Market held in Dubai recently.

to Croatian capital Zagreb from Dubai and Doha," says Jelena Slavujevic, representative of Croatian National Tourist Board. She said: "Croatia's stunning natural beauty, its culture and heritage are expected to attract more tourists from GCC countries."

Following the success of last year's inaugural spotlight theme, which was luxury travel, attention this year turned to family travel – a key area of opportunity for the industry both in the region and globally – with a programme of focused seminars

and hosted buyers representing this profitable growth segment. Popular annual features included the easy-to-follow exhibition trails covering family travel, budget travel, business travel, health & wellbeing, shopping, transportation, sports travel, cultural and heritage and adventure travel; and the high profile New Frontiers Recovery Awards, which was given to Nepal. "The feedback from both exhibitors and visitors has been extremely positive, and beneficial, and we are already discussing a number of creative ideas to add

even more value to next year's line-up, as well as cementing plans to add a further hall for 2016 in order to accommodate demand and to support industry development," said Noblet-Segers.

Arabian Travel Market 2015 partners include Dubai Corporation for Tourism and Commerce Marketing, Emirates Airline, The Vision Destination Management, Anantara Dubai The Palm Resort and Spa, The Atlantis The Palm, The Address Downtown, TIME Hotels and IHG.

— Community Connexion Report





Eighty per cent of UAE households are looking to improve their living space

OVER 80 per cent of the households surveyed in the UAE are planning to improve their living space this year and a 46 per cent of the respondents are ready to spend up to Dh5,000 for indoor changes, according to latest survey findings conducted by Al Futtaim ACE.

The first-of-its-kind nation-wide survey revealed some interesting consumer behavior. It was conducted online gathered responses from 1,112 participants across 13 different nationalities over a three-week period (March 03 – 22, 2015).

The survey looked at four key areas of home improvement including: Outdoor, Indoor, Do-it-Yourself (DIY) and Paint and asked questions which included where customers were looking for ideas for home improvement, whether customers were planning any outdoor and or indoor improvements, what was most important to customers when shopping for paint, hand and power tools.

“The industry lacks customer-rich data which inspired us to create and conduct this survey that would gauge the pulse of the market, said Wayne Cohen, General Manager of ACE.

“Through this survey we hope to better understand our customers and use this insight to improve our services and offer. We have already started this process and are confident customers will soon see and feel the positive impact from some of the changes that we have planned. For example, our Home Improvement Guide which we launch recently, is filled with tips, ideas and inspiration that is designed to act as a handy reference tool while improving your living space,” he added.

THE NEW inside story



Key findings

- Nearly 69 per cent of our respondents prefer to do home improvements themselves vs. hiring someone to do it for them. About 45 per cent said they research for ideas on home improvement in-store before shopping; followed by online 21 per cent and social media 17.5 per cent.
- Majority of respondents (83 per cent) said they were looking to make some sort of improvements to their home/ living space this year.
- Forty six per cent of our respondents plan to spend between Dh1,000 to Dh5,000 to make home improvements this year while 16 per cent said they would spend between Dh5,001 to Dh10,000.
- More than half (53.8 per cent) the respondents said they would be spending between Dh1,000 to Dh5000 to make changes indoor (vs. outdoor).
- Fifty four per cent of our respondents want to update their kitchen appliances

followed by almost 40 per cent who would like to change fittings in their kitchen; while 23 per cent would like to completely update their kitchen.

- Sixty per cent of the survey participants said they were looking to add accessories to their bathroom followed by 30 per cent who want to update bathroom fittings while 22.5 per cent would like to re-paint and have some tiling work done.
- In the Bedroom/ living room 46 per cent said they were looking to add new furniture while 41 per cent said they were looking at painting their living space; 37.9 per cent would add new decorative items.



ACE also launched its Home Improvement Guide (HIG) – a 52-page booklet packed with tips, ideas and inspiration across the DIY, Paint and Garden categories. The annual HIG features over 200 products with prices valid through to August 2015. A total of 200,000 guides will be delivered door-to-door across Dubai, Abu Dhabi and Al Ain. Some of the brands featured in the HIG include Makita, Bosch, Black & Decker, Karcher as well as products exclusive to ACE including Gardena, Suki, Clark+Kensington, Royal and Valspar.

ACE now trades in seven locations in the UAE including its flagship stores in Dubai Festival City and Yas Island, Abu Dhabi – and other stores in Sheikh Zayed Road (Dubai), Mina Road and Dalma Mall (Abu Dhabi), Al Wahda Street (Sharjah) and Bawadi Mall (Al Ain). All ACE stores offer a wide selection of Outdoor Lifestyle, Gardening, Homeware, Paint & Décor, DIY, Automotive and Pet care products.

— Community Connexion Report

TIME TO CLOCK A CHANGE

**Flexible staffing is essential
to strengthening the role of
women in the workplace in the
UAE, indicates new TASC survey**



There is no shortage of qualified Emirati women in colleges across the UAE; in fact 45 per cent of the Emirati student population in Dubai's higher education institutions is female.

THE survey – “Tapping into the Female Talent Pool in the UAE” – reveals that over 63 per cent of women in the UAE sampled by the research prefer flexible staffing over full time employment. This is one among many insights from the survey conducted in the UAE among both women and employers. It is the first of its kind in the region and sheds light on many employment issues faced by women in the UAE.

Hiring women

A key finding in the report is that there is a large, untapped talent pool of both Emirati and expatriate women in the UAE. Female students make up 44 per cent of the total student population in all higher educational institutions in Dubai. In fact, there were more female than male Emirati college graduates in Dubai according to the Knowledge and Human Development Authority (KHDA). Recent graduates, cou-

pled with the large number of expatriate women who have relocated to the UAE with their families provide a highly qualified talent pool for UAE firms.

Mahesh Shahdarpuri, CEO and Managing Director, TASC, believes that the survey results will demonstrate to employers the vital role that talented women employees can play for UAE businesses: “Due to the unique nature of this market, there is a vast talent pool of qualified women available for recruiters.

“Flexible staffing addresses many of the logistical or cultural hurdles that currently prevent these women from joining the workforce. It also provides companies access to highly skilled staff, those who would remain inaccessible otherwise while also reducing their overall costs as they don't have to relocate people from outside the market. For those looking at longer-term arrangements, such as women re-entering the workforce after a

break, flexible staffing is an ideal solution as it allows employers and employees to test the waters before making a full time commitment.”

He adds: “It is a testament to the changing perceptions and greater awareness among locally based employers, that over 79 per cent of the companies we spoke to felt that flexible staffing provides a great employment opportunity for women in the UAE, with over 40% of companies hiring women as flexible staff because they are more likely to commit long term to an organisation.”

Insights

The survey was conducted with two sample populations – a total sample size of 263 was covered using a random stratified sampling technique. Women were questioned on the challenges they face in the workplace, the most supportive careers and their opinion on flexible staffing.

Employers were asked about the benefits of hiring expatriate women who had relocated to the UAE with their families, careers that were most supportive of women, the ratio of women to men in their companies, and their opinion on using flexible staffing to eventually hire women full time.

When questioned on the biggest challenge women face when looking for a job – over 27 per cent of women reported that there is a lack of rewarding opportunities in the market. Over 26 per cent said that they were unable to access their preferred employer.

Over 72 per cent of respondents felt that flexible staffing provided a legitimate solution to some of the challenges faced by them. Roles related to business processes, such as HR and administrative support, are the most preferred by women hired as flexible staff, followed by banking and finance roles. More than 85 per cent

of surveyed women feel that a flexible staffing role leads to a full time job.

Manal Yousuf, HR Operations Manager, TASC, an Emirati herself, comments: “There is no shortage of qualified Emirati women in colleges across the UAE; in fact 45 per cent of the Emirati student population in Dubai's higher education institutions is female.

“Every day, we see an increasing number of inspirational Emirati women as pioneers in what used to be traditionally male dominated careers – from the first woman fighter pilot to the first woman crane operator I believe there is no dream that is beyond our reach – whether that is on a permanent or more flexible role. However options such as flexible staffing will definitely allow many more talented Emirati women to pursue a career and contribute to their nation's development.”

TASC also surveyed employers in the UAE on their attitudes towards hiring

women in Retail, FMCG, telecom, I.T., Hospitality, Banking and Finance, aviation, construction industries. 45 per cent of them reported that hiring from the existing talent pool of expatriate women in the UAE who might have relocated with their families certainly helps save costs. Male to female flexible staff ratios seem to be evenly distributed across all the companies surveyed, with 49 per cent of employers reporting a higher ratio of women to men. Employers also felt that business process and administrative roles, followed by banking and finance, are the most supportive of women in the workplace. This is in line with what was reported by the women employees who were surveyed.

The IT and oil & gas and FMCG sectors were reportedly the least supportive of women employees. Interestingly, these two sectors were also identified by women respondents as the least favorable.

— Community Connexion Report

GREAT TALE OF RETAIL



**Dubai remains
world's second most
important shopping
destination with the
emirate having a
presence of 55.7% of
international retailers**

DUBAI has retained its position as the second most important international shopping destination globally for the fourth consecutive year, closely behind London, a report by leading global property advisor CBRE said.

Dubai has a presence of 55.7 per cent of international retailers followed by Shanghai with 53.4 per cent, according to the 2015 edition of the CBRE report: 'How Global is the Business of Retail?'

While London has retained its number one position, New York and Singapore make up the rest of the top five international cities for retail representation with 46.3 and 46 per cent respectively.

In 2014, Dubai attracted 45 new international brands, with high profile retailers including Hollister, Cavalli Caffe and McQ Alexander McQueen opening outlets in the emirate.

"Dubai's retail sector has remained resilient over the past few years, with ma-

major retail centres recording occupancies of over 95 per cent and rising footfall figures," the CBRE report states.

The report highlights the factors that continue to propel Dubai among the very top in the global retail standing.

Nick Maclean, managing director, CBRE Middle East, said: "Dubai's global air connectivity and its growing stature as a hub for trade between the East and West has clearly given an added impetus to the retail sector. Dubai continues to remain the clear destination of choice for the majority of the brands looking to enter the region for the first time, frequently using the emirate as a stepping stone to wider regional expansion programmes."

Retailer globalisation remained a key theme with half of the 164 cities surveyed attracting at least five new retailers. Markedly, Abu Dhabi featured prominently on the list of target cities with 55 new brands, ranking the emirate in third place for new retail entrants during 2014. Tokyo took the coveted top spot with 63 new retailers entering the market followed by Singapore.

"Whilst Dubai has maintained its position for overall retail representation in 2014, the increased number of new retailer brands entering Abu Dhabi has been driven in part by a significant increase in supply in the capital amidst the opening of a number of new malls, most notably Yas Mall which opened in November 2014," added Maclean.

Hamad Buamim, president & CEO, Dubai Chamber of Commerce & Industry, said: "Dubai Chamber welcomes news that the city has retained its position as the second most important international shopping destination globally for the fourth consecutive year. Dubai's retail sector is vibrant



and continues to be driven by strong economic growth, increased consumer spending and tourist arrivals which hit a record high of 13.2 million last year."

"Dubai provides a wide range of opportunities for foreign retailers and brands, whether that is individual stores or franchise options. The quality of available retail space is an added incentive for global retailers looking for expansion and key projects, such as Mall of the World promise a healthy future outlook.

"Dubai Chamber supports the retail sector through various initiatives and activities and as the voice of the business community we will continue to facilitate growth and developments in this important sector," he added.

Mid-Range fashion retailers remained the most active sector globally and focused on targeting the European market. While luxury and business fashion retailers continue to target the Americas and Asia Pacific region with 26 per cent of expansion into the Americas and 24 per cent in Asia, coming from this sector. Luxury retailers contributed more than one fifth of new retail entrants to Asia Pacific last year.

Ahmed Galal Ismail, Majid Al Futtaim Ventures CEO said: "Dubai's economic growth remains strong and it retains its position as a leading leisure and shopping destination in the world. The UAE retail sector will continue to see strong growth

in 2015, driven by robust inbound tourist numbers and demand for new brands in the region, with almost all retailers using the UAE as a hub for their entry into the GCC. In addition, the UAE's free-market economy, which makes it easy to do business in the country, will be a key driver of this growth."

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in the region. Its malls portfolio includes Mall of the Emirates and City Centre malls.

"We have witnessed high growth last year, and with our regional expansion plans, we remain committed to growing this further," said Ismail.

— Community Connexion Report

TRA's updated App to offer several solutions



The app aims to provide users with support and assistance services at the palm of their hands through one smart path, making it easier for them to execute all transactions through their smart device.

THE Telecommunications Regulatory Authority (TRA) has launched its updated smart application, the "UAETRA", on all supported mobile operating systems, including iOS, Android Google Play and BlackBerry World.

The UAETRA application offers several solutions for various situations, covering seven segments, such as devices verification (whether counterfeit or not), SMS blockage, as well as signal coverage areas among others.

The application is designed as a smart platform to deliver TRA services to various demographics, anytime and anywhere. The app also aims to provide users with support and assistance services at the palm of their hands through one smart path, making it easier for them to execute all transactions through their smart device.

"The TRA's smart application falls under the framework of the Authority's dedication to the smart transformation, as the intention is to offer our services around the clock. This includes opening a channel of continuous communication between the TRA and various categories of customers,

whether it be consumers or corporations. We are keen to raise the level of customer satisfaction, achieving their happiness expectation, as emphasized by the mGovernment Initiative, introduced by our wise leadership," Hamad Obaid Al Mansoori, Director General of TRA, said in a statement.

The Poor Coverage service notifies service providers of zones with poor mobile network reception. The service operates with GPS to detect the user's location and a detailed message will be sent and stored, updating the TRA database. Report Marketing SMS accesses messaging applications, with user permission, to filter and fetch unwanted marketing messages. Another service, Help Salem, enables users to report websites containing pro-

hibited content, prompting the TRA to review and investigate the report, to take necessary measures.

The Renew Authorization is a service that relies on Spectrum. It is primarily used to renew the access of preexisting users to Frequency Spectrum Authorization for fishing and pleasure boats. This allows for a flow of communication with official entities and maritime vessels in the UAE's territorial waters. Domain Search is a service that examines the .ae domain and .emarat domain databases, listing down domain names to enable users to check the availability of their desired name, facilitating the registration of new domain names through accredited registrars.

— Community Connexion Report

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Oud of the world



More than 200 exhibitors showcased their latest lines in exotic and enticing fragrances to some of the world's most selective and knowledgeable trade buyers at the beauty show in Dubai

THE Middle East is establishing itself as a global hub of trend-setting perfume creations, as its legendary penchant for fine fragrances and exotic ouds leads international perfumers to set up base in the region to better interact with their favoured customers.

Fragrances accounted for 19.6 per cent of the Middle East and Africa's beauty and wellness market in 2014, with a retail value of \$5 billion for the year, according to global analysts Euromonitor International (EMI). The sector is expected to post an annual growth rate of 6.3 per cent to be worth \$6.4 billion in 2018.

Saudi Arabia and UAE are the two leading regional markets, with fragrance sales in Saudi valued at \$1.4 billion in 2014 – 31 per cent of the Kingdom's total beauty and personal care market (\$4.4 billion) for the year. This is set to grow 9.4 per cent annually to reach \$2 billion by 2018.

Meanwhile, UAE consumers spent

\$401 million on fragrances in 2014 according to EMI – a 28 per cent of the country's total beauty and wellness market for the year (\$1.4 billion), and growing 5 per cent annually to reach \$485.5 million by 2018.

The Middle East's growing stature as a key market was one of the core reasons behind the decision of Eurofragrance, a Spanish company dedicated to the design and production of fragrances, to set up a Dh10 million Creative Centre in Dubai.

Eurofragrance has promoted the launch of its 10,000 sqft facility at the Beautyworld Middle East, the region's largest trade fair for beauty products, hair, fragrances, and wellbeing.

Set to open in August 2015, the new Creative Centre will include a laboratory, creative zone, evaluation cabins and offices and will be staffed with more than 16 people working to establish the base of new fragrances that encapsulate the essence of the region.

"Our world-class facility will help us

forge closer relationships with our customers in the Middle East and enable us to better understand local tastes and trends," said Sheikh Zaman, Country Manager of Eurofragrance.

"The Middle East represents between 58-60 per cent volume of our global business, and we see our new R&D facility as a catalyst of positive development in Middle East fragrances."

Fragrance formed one of the largest sections at Beautyworld Middle East 2015, which took place at the Dubai International Convention and Exhibition Centre from May 26 to 28.

More than 200 exhibitors showcased their latest lines in exotic and enticing fragrance compounds to some of the world's most selective and knowledgeable trade buyers. Another compound fragrance manufacturer, Robertet Group from the French town of Grasse – considered the world's perfume capital – has made its Beautyworld Middle East debut this year. The company opened an office in Dubai in 2014, a decision they consider as being crucial to develop their business in the region.

"It has made a big difference since we set up an office here," said Dominique Bortoloni, General Manager of Robertet Group, Dubai Branch. "We are a family



company and a leader in our market. It makes a huge difference to our customers when they know that we are here in the region with a physical presence."

"Being here has also helped us keep ahead of the curve in terms of new trends and preferences in the Middle East in order to reinforce our business and develop new ones."

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, the organizer of Beautyworld Middle East, said: "With the Middle East continuing to gain in stature as one of the world's leading beauty and wellness markets, leading international manufacturers and suppliers are paying more at-

tention to accommodating regional preferences and requirements."

"By establishing a physical presence in the region, these companies get a head start in building fruitful relationships with influential regional buyers." Other major fragrance exhibitors at Beautyworld Middle East 2015 include the show's Gold Sponsor, Luzi Fragrance Compounds from Switzerland, Natur Milano from Italy, La Factory from France, Sollas Holland from the Netherlands, Iberchem from Spain, and UAE companies Emper Perfumes & Cosmetics, Lattafa Perfume Industry, and Siafa Perfumes and Cosmetics.

— Community Connexion Report

WUDHU-FRIENDLY nail POLISHES

SAFE 'N Beautiful 'Nail Wash Off' Wudhu-friendly nail polishes will be available soon in retail outlets in the Middle East and North Africa (MENA) region, a top company official said in a statement.

Jeanette Sklivanou, founder of Safe 'N Beautiful, said the products were displayed at the 20th edition of Beautyworld Middle East that concluded in Dubai last week.

Safe 'N Beautiful, the natural nail care beauty house, has reported a steep rise in global demand for its recently launched SNB Nail Wash Off range of Wudhu-friendly premium nail polishes. The 'six-free' formula polishes are water-based, water-permeable and removable by mildly rubbing nails with soap and water. The polishes are an intelligent beauty solution for women who prefer a safe alternative to chemically based products.

The product has seen a surge in popularity driven by enthusiastic coverage and reviews on social media and online forums from a wide range of women including Muslim beauty bloggers, who commend not only the salon-quality finish but also halal compliance as they are free of harmful chemicals & allergens, alcohol

and animal ingredients and testing. And for Muslim women, the products are Wudhu-friendly, providing ease of application and removal for women who wish to fully remove even water-permeable nail polish prior to prayer. To meet the growing demand the company is seeking distributors in key markets including the UAE, Gulf region and the United States.

SNB Nail Wash Off also appeals to expectant mothers who wish to protect the well-being of their growing baby by avoiding chemically formulated polish and removers during pregnancy. And for women whose occupations prevent them from wearing nail polish, such as nurses, models and food factory employees, SNB Wash Off enables quick and effective removal prior to work without need for harsh removers.

UAE resident spends about Dh570 a year on personal care products, writes Seema Parveen

UAE citizens and residents love cosmetics and other personal care products as the country's beauty industry is booming, driven by high disposable income, the growth of the young population and the presence of top international brands in the country.

Beauty-conscious UAE residents on average spend about Dh570 a year on personal care products, a report from Dubai said. They spent Dh5.3 billion (\$1.45 billion) on beauty products last year.

The manufacturers, distributors and suppliers of international brands are taking more interest in the GCC market including the UAE as the demand for beauty products are rapidly expanding in the Middle East and Africa region.



BEAUTY MAKES ITS MARK

Middle East and Africa overtakes Latin America as regional beauty sales top \$25 billion in 2014

Meanwhile, international celebrities took part at the Beautyworld Middle East 2015 and added glamour to the beauty show held at Dubai International Convention and Exhibition Centre from May 26 to 28.

The region's largest trade fair for skin-care, cosmetics, hair, fragrances, and well-being celebrated its 20 years of glowing success in Dubai as the show is growing

bigger with the participation of more exhibitors.

More than 1,450 exhibitors from 60 countries participated in the three-day event which was opened by Dr. Rashid Ahmed bin Fahad, UAE Minister of Environment and Water, and Chairman of the Board of Emirates Authority for Standardization and Metrology. New prod-

uct launches to demonstrations and showcases of innovative products and services from the beauty industry were among the main activities of the fair.

American reality TV star Khloe Kardashian brought a touch of glamour to the show on the opening day, when she launched the Kardashian Beauty line of hair care products at the stand of the distributor.

Another star attraction was Jasmine Stringer, Miss Teen Australia and former Miss Teen Universe. She launched Skin O2 Australian Doctors Formula Cosmetics at the show. The socialite is an official beauty brand ambassador for the Australian product line-up that includes Cosmedical skincare, make up, and professional advanced anti-ageing spa solutions.

Meanwhile, the Middle East and Africa (MEA) has overtaken Latin America as the world's fastest growing beauty market according to new research.

According to analysts Euromonitor International, the retail value for the MEA's beauty and personal care market was \$25.7 billion in 2014, while its estimated 4.8 per cent annual growth rate between 2014-2019 is almost twice the global average of 2.6 per cent, and ahead of the world's next fastest growing market, Asia Pacific (4.5 per cent growth rate).

Saudi Arabia, UAE, Iran and Egypt together represent a major share of the total Middle East and Africa market.

The Saudi cosmetics market is the largest in the Middle East, estimated at over SR60 billion (\$16 billion) annually, with a forecast of 11 per cent annual growth rate, Euromonitor said.

Consumers in Iran spends \$3.5 billion in beauty and personal care products. They join UAE (\$1.45 billion), and Egypt (\$1 billion) to account for 41.6 per cent of the buoyant Middle East and Africa beauty market, the figures were

revealed during the beauty exhibition that was attended by 30,000 trade visitors from 120 countries.

"Beautyworld Middle East has over the last 20 years carved out a reputation as being the most celebrated and influential beauty and wellness trade fair in a region that is now the world's fastest growing beauty market," said Ahmed Pauwels, CEO of Messe Frankfurt Middle East, organizer of the event.

The 20th edition of Beautyworld Middle East coincides with the launch of 'Centre Stage by Nazih Group' – a three-day educational showcase highlighting the latest trends and regulations in the regional beauty industry.

Another highlight of the event was the Organic and Natural Pavilion.

The international flavour of the regional beauty industry's showpiece event was underlined by the presence of 24 country pavilions.

Running alongside the exhibition was the popular Hair Education by ghd, a three-day professional hair workshop split into two main areas – an inspiration zone and a styling zone.

Meanwhile, the two-day Spa and Wellness Management Summit has put a spotlight on the latest developments and regional trends of the Middle East spa industry. A line-up of 24 international and regional experts took part in the summit.

Other major attractions at the event include the Beautyworld Middle East Boutique, an A-List showcase of global beauty brands; and the Fragrance Station, a unique display of more than 150 fragrances, from popular western scents such as rose and leather notes to well treasured Middle East fragrances, such as amber and oud.

Beautyworld Middle East also featured the seventh consecutive Nail it! by OPI competition for top nail care professionals and technicians from the GCC countries, and 'Face It! by Grimas ME', where regional artists battled for the title of the Best Make-up Artist in the Middle East.

American reality TV star Khloe Kardashian brought a touch of glamour to the beauty show as she launched the Kardashian Beauty line of hair care products at Dubai International Convention and Exhibition Centre.



Scientific research testifies to the health benefits of all kinds of tea, which not only help with beauty factors but also weight loss and hydration of skin, reports femalefirst.co.uk. Experts at the Tea Advisory Panel, which provides objective information about tea, have enlisted the beauty secrets behind a cup of tea:



PROVIDES water to skin: Good hydration is important for the health of all our body organs, tissues and cells. A study suggested that drinking up to six cups of tea per day, has the same hydrating properties to water.



THE role of tea in skin health: Healthy skin is well hydrated skin. Drinking enough fluid which can include all types of tea is important for restoring fluid loss which can occur to a greater extent during summer. Adequate hydration can help to keep the skin in good condition. White tea has also been shown to have anti-inflammatory activity in human skin. In one study, human skin cells were exposed in the laboratory to hydrogen peroxide.

DRINK TEA FOR THINNER BODY, BEAUTIFUL SKIN

Tea can be beneficial mentally, emotionally, socially and physically



TEA and weight loss: Tea consumption has been associated with less weight gain over time. Drinking tea more than once a week has been linked to lower body fat percentages and smaller waist circumferences than non-tea drinkers. It is also important to note that all teas, including black tea, with semi-skimmed milk and no sugar, is a lower calorie alternative than other popular drinks. Tea has been recommended to take precedence over other beverages to help reduce energy intake and maintain hydration.

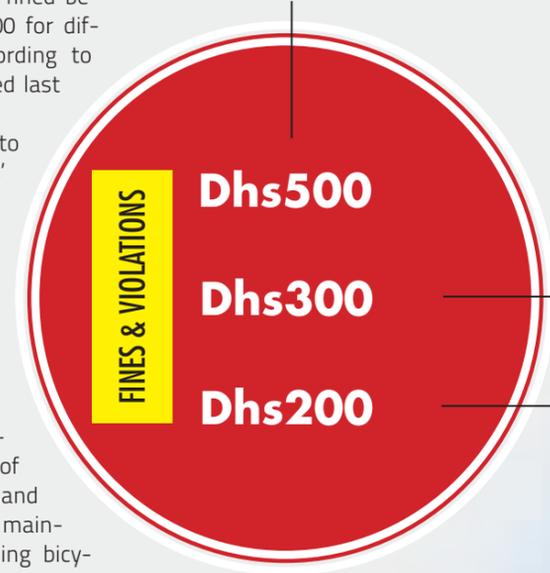


TEA bags for beauty: While tea has great hydrating properties vital for our skin beauty and helps aid weight loss, the humble tea bag can also offer a host of beauty secrets. Tea bags soaked in warm water and placed over closed eyes revitalise tired puffy eyes. Freshly brewed tea as a conditioning final rinse after a shampoo.



DUBAI bicyclists will be fined between Dh200 to Dh500 for different violations, according to a new resolution issued last month. The new resolution aims to regulate the usage of bicycles' dedicated tracks and paths encouraging the public to use bicycles as a mode of transportation and also for recreational and athletic purposes. Now bicyclists will pay Dh300 if they ride the cycle outside dedicated bicycle lanes.

Riding bicycle in roads with speed limits exceeding 60 Km per hour.



Riding bicycle outside the dedicated tracks. Riding bicycle in a way that jeopardize biker or others. Driving or parking vehicles in tracks dedicated for bicycles.

Carrying another passenger in bicycle without proper equipment. Violating any of RTA's conditions and regulations. Riding bicycle in tracks dedicated for pedestrians.

The Road and Transport Authority (RTA) will be in charge of approving the requirements and standards for establishing, maintaining and operating and using bicycles' tracks. The Dubai authority will also handle matters pertaining to security and safety measures, signage boards and establishing the terms, regulations and technical specifications for bicycles in the emirate of Dubai. Cyclists cannot carry another passenger unless the bicycle and second passenger are equipped with the required equipment. Bikers are obliged to use dedicated tracks on roads with speed limits exceeding 60 km per hour, not use tracks dedicated for pedestrians, abide by applied safety and security measures.



The fine value will be doubled if the violator commits the same violation within one year. Dubai authorities can impound any violating bicycle for up to 30 days, and the rules applied on impounded vehicles in the emirate of Dubai will remain valid. Meanwhile, RTA says the regulation

on bikers will enhance traffic safety. Maitha bin Udai, CEO of RTA's Traffic and Roads Agency, said: "RTA is working on standards and requirements related to the use of bikes to ensure that they conform to the highest international standards, and rank Dubai among the world's top cities in this regard." She said the agency has also got in place awareness plans for bikers, especially within workers compounds. Several multi-lingual campaigns were held, and more campaigns would be launched to raise the awareness about the new resolution along with the related fines and violations.

— Community Connexion Report

The RAMADAN spirit

There is a sense of calm and serenity in the air as Ramadan is set to start in the UAE in the middle of this month, writes Abdul Haque Chowdhury

THE holy month of Ramadan is the most sacred time of the year for more than 1.5 billion Muslims around the world. The fact that the revelation of the holy Quran commenced in the month of Ramadan testifies to the sanctity, graciousness and divine excellence of this sacred month.

Ramadan is the month of self-restraint. It symbolizes for the Muslim community a time of soul-searching and a fresh new invocation of faith. With the beginning of the month of fasting, it becomes the responsibility of every Muslim to call forth within himself the spirit of the belief which Prophet Mohammad (Peace be upon him) inaugurated through Islam.

At the core of that belief is a readiness on the part of Muslims to abjure pleasures of a worldly nature and instead focus on a reflection on the munificence of the Creator, the abundance of which can only serve to further buttress individual faith. In Ramadan, it is faith that is sorely tested, through Muslims sacrificing their temporal desires in

favour of spiritual enlightenment.

The nature of such enlightenment necessarily comes through prayer and fasting for every Muslim. It is religious duty ordained by faith and has no room for compromise. More importantly, fasting entails a temperament that brings total commitment to the observance of the principles of Islam.

Indeed, self abnegation is at the core of fasting. Absolute abstinence from all those pleasures that undermine religiosity is the underlying thought during the holy month. At the same time, it is fellow feeling, a concern for those who are deprived and therefore suffer through their lives, that is the priority in Ramadan. The poor need to be helped, the ailing require sympathy and assistance from those more fortunate. Let that lesson be renewed in Ramadan.

Let Ramadan this year be a renewed opportunity for Muslims around the world to rediscover their innermost qualities through a clear pursuit of their faith. That Islam is a religion of peace, that it abhors extremism and terrorism in the name of faith, is a truth that must be reasserted in Ramadan.

Honesty, sincerity, courage of conviction and an upholding of the truth are the attributes Muslims are expected to maintain and promote in this holy month.

Ramadan starts with the sighting of the new moon and ends when the new moon of Shawal is seen. Fasting is an ancient form of worship recognized by all religions. But Islam introduced a new spirit into the institution of fasting. For the first time in history, fasting was blessed with a systematic regulation, a scientific method, a noble justification. In the days before the Prophet Mohammad (PBUH), fasting meant the suffering of privation in the hours of mourning and sorrow. Islam introduced a revolutionary innovation, and

the support of those around you during the long days of fasting," he says. Ramadan holds a special significance for all in the region and it is a time to show compassion and help towards those in need. The charity drive will run throughout the month of Ramadan.

Many organizations, companies, shopping malls and philanthropists also come together to support people in need during the holy month.

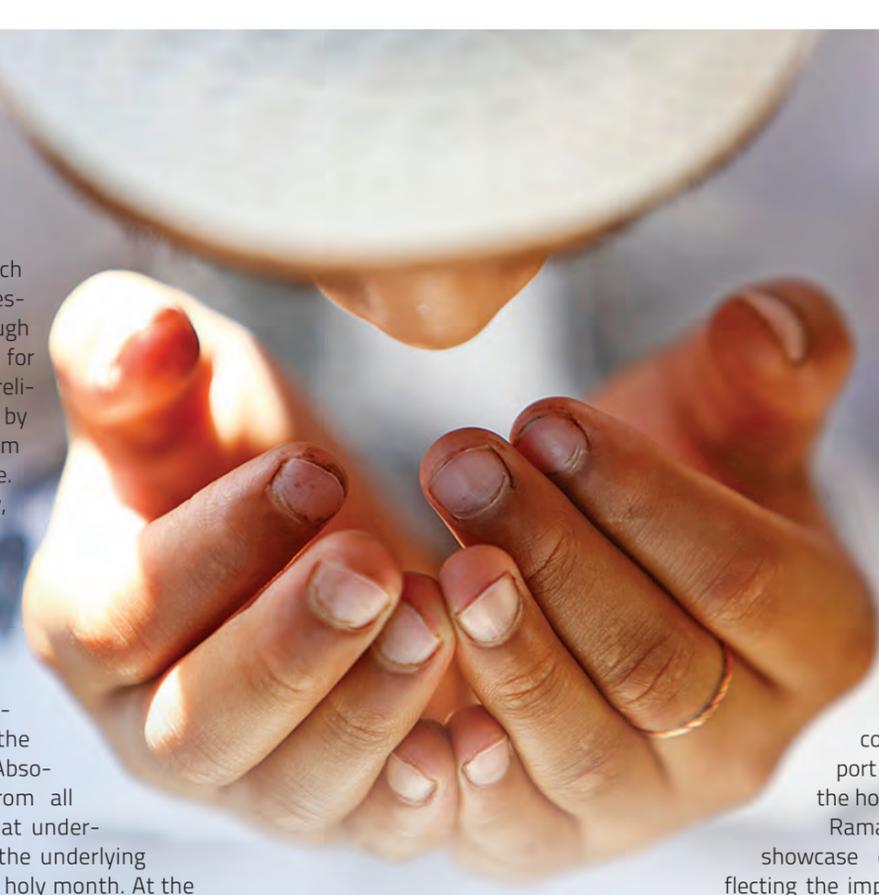
Ramadan in Dubai will showcase cultural activities reflecting the importance of the Islamic month including the Dubai International Holy Quran Award, Ramadan Forum and the Ramadan Tents, each of which will offer a separate hub dedicated to enlightening visitors on Islamic traditions.

"The various cultural and community-oriented activities of Ramadan in Dubai will focus on the values of the holy month such as compassion, giving and sharing and strengthening of family bonds, as well as offering people from different cultural backgrounds a valuable insight into Emirati, Arabic and Islamic traditions," said Laila Mohammad Suhail, CEO of the Dubai Festivals and Retail Establishment.

Year-on-year, visitors to Dubai remark on the unique experience of learning about a different culture and the welcoming spirit that the period of reflection inspires, and when night falls, friends gather in tents under the stars for the Iftar feast.

Even non-Muslim expats can derive some positive messages from the Ramadan spirit in UAE. They may also try to fast throughout the day, to know what it feels like for their Muslim counterparts, although this is not obligatory.

Johan Botha, a non-Muslim from South Africa, who experienced the fasting in UAE last year said he was amazed by the country's hospitality during Ramadan.



Al-Siyam (fasting during Ramadan) stood not for mere suffering or abstinence but as an institution for the moral uplift and spiritual elevation of the human soul.

Al-Siyam is indeed a boon, a divine privilege, a glorious opportunity unparalleled by any other act of piety or worship. "It is an armour", declares the Prophet (pbuh), "with which one protects oneself".

Those who are exempt from fasting may be required to make up their fasts at a later date, or provide food for the needy instead of fasting themselves.

Ramadan in UAE

There is a sense of calm and serenity in the air as Ramadan is expected to start in the UAE from June 18.

According to UAE Labour Law, the working hours of all employees will be reduced to six hours from eight hours per day during the fasting month. Schools in Dubai have also reduced Ramadan timings from 8 am to 1 pm.

Community spirit is also stronger during the fasting month, according to Mohammed Yousuf, a clerk at a factory in Al Quoz. "It's such a pleasure to be among fellow Muslims as we pray and take iftar together, and it's reassuring to have

THE INDIAN BIZ WHIZZ

UAE-based residents dominate the list released by Forbes Middle East

UAE-BASED Indians dominated the list of the 'Top Indian Leaders in the Arab World' in 2015 which was released by Forbes Middle East recently. Around 90 per cent of Forbes Middle East's top Indians business owners and founders are based in the UAE. Retail dominates the owners and founders category with 20 entries.

Forbes Middle East held an exclusive award ceremony in Dubai to celebrate and acknowledge the toppers.

The ceremony saw more than 30 awards presented to a formidable group of Indian business owners, founders and C-level executives who have stamped their mark on the region. The awards were presented by T.P. Seetharam, Ambassador of India to the UAE, and Dr. Nasser bin Aqeel Al Tayyar, President of Arab Publisher House.

This year's lineup includes 100 Indian business owners and founders, as well as 50 C-level executives, many of whom have reached great heights from the shores of the United Arab Emirates. In the owners and founders category, 90 out of the 100 entries reside in the UAE, with five based in Kuwait and the remaining three business leaders residing in Saudi Arabia, Bahrain and Qatar.

Sector-wise, retail dominates the business owners' category, with 20 entries, followed by diversified companies with 19 and industrials, with 10.

Attesting to the long-standing impact of the region's NRIs, of the top 100 busi-

ness owners/founders, 61 are in charge of companies that have been in operation for 20 years or more, with four companies established more than six decades ago.

In the executive management category, almost a quarter of the 50 executives stand at the helm of a banking or finance institution, reflecting the importance of the sector to the region; particularly in the UAE. Retail also makes a strong showing, with six entries on this year's ranking, followed by technology, logistics and diversified, each with five.

Acknowledging the contributions of the Indian leaders, T.P. Seetharam said: "I express pride on behalf of India for all that the leaders have achieved. Congratulations to each one of you."

Across both categories, Forbes Middle East welcomed a number of newcomers to the ranking this year, with 26 in the owners and founders category and 11 in the executive management lineup.

Top founders and business owners acknowledged both in the Forbes Middle East ranking and during the prestigious event include a host of well-respected names on the regional and international business circuit. Yusuffali MA, Managing Director of LuLu Group International; PNC Menon of Sobha Group; Dr. Azad Moopen of Aster DM Healthcare; and Rizwan Sajan, Founder and Chairman of Danube Group, were among some of the prominent business leaders who attended the event.



Top founders and business owners acknowledged both in the Forbes Middle East ranking and during the prestigious event include a host of well-respected names on the regional and international business circuit.

However, it was a new entry to the list that grabbed the headlines this time around, with Sunil Vaswani, Chairman and CEO of Stallion Group, stealing the number one spot in the business owners list.

Yusuffali MA, Managing Director of LuLu Group International, gets second position while Mukesh Jagtiani, Chairman of Landmark Group, is ranked at No. 3.

BR Shetty, Founder & CEO of NMC Healthcare, and Rajan Kilachand, Chairman of Dodsai Group, are ranked at No. 4.

Sunny Varkey, Founder & Chairman of GEMS, follows the list at No. 6, PNC Menon, Chairman of Sobha Group, at No. 7 and Ravi Pillai, Chairman & CEO of RP Group, is ranked at No. 8 on the list.

Azad Moopen, Chairman & MD of Aster DM Healthcare, at No. 9 and Korathe Mohammad, Chairman of KM Trading Co, at No. 10.

Meanwhile, V Shankar, Group Executive Director & Chief Executive Officer – Europe, Middle East, Africa and Americas at Standard Chartered Bank, gets No. 1 spot in the top Executive Management lineup.

Second on the list is Sanjeev Chadha, CEO – Asia & MEA, Pepsi-Cola International, followed by Sanjiv Kakkar, Executive VP – MENA, Turkey, Russia, Ukraine & Belarus, Unilever, Vishesh Bhatia, CEO, Jumbo Electronics Co and Deepak Babani, CEO, Eros Group. All the top five executives are based in the UAE.

However, it was Tariq Chauhan, CEO of EFS Facilities Management, who featured as the cover story in the Arabic edition, which along with the cover of Forbes Middle East English, was unveiled onstage.

— Community Connexion Report

This year's lineup includes 100 Indian business owners and founders, as well as 50 C-level executives, many of whom have reached great heights from the shores of the United Arab Emirates.



GET SMARTER

New devices with amazing features inspire consumers in UAE, writes Uzma Khan

IT'S almost a month Apple's first watch is available in grey market in Dubai but availability through official channels or authorized resellers is still not confirmed. Last week of May also witnessed regional and UAE launches of Huawei P8 and P8 max smartphones in addition to LG's G4.

Listings on various classifieds sites have priced the Apple watch at around Dh3,700 to Dh5,000 for an Apple Watch Sports Edition. JadoPado has listed the Sport edition Apple Watch 38mm with silver aluminium case with white sport band for Dh3,679, while several listings on classifieds range between Dh3,999 to Dh5,000. It's better to wait for the official launch.



Acer's Aspire Switch 10 will attract consumers for its stylish design and strong performance.



On the other hand Apple's close rival Samsung recently made available its flagship smartphones Galaxy S6 and the Galaxy S6 Edge and both of the devices are being sold like hotcakes since its availability in the market on April 10.

Deepak Babani, CEO of Eros Group, said: "Our first allotment of 22,000 units have been completely sold out and we are waiting for the second lot." Babani added: "Inquiries for the S6 Edge was more than S6 with 65 per cent for the Edge and 35 per cent for the S6 model. If the same ratio continues in the UAE, we may face shortage for the S6 edge model."

Inspired by the works of glassblowers and artisan metalsmiths, the Samsung Galaxy S6 Edge represents a seamless fusion of glass and metal. The Samsung Galaxy S6 and S6Edge are the world's first phones with a dual-edge display. Equipped with a 5.1-inch Quad HD (2560 x 1440) Super AMOLED display, the Samsung Galaxy S6 edge provides an impeccably sharp viewing experience.

In April, Huawei's Consumer Business Group had unveiled the Huawei P8 and P8 max smartphones at a global launch in London. These new devices are available in the UAE.

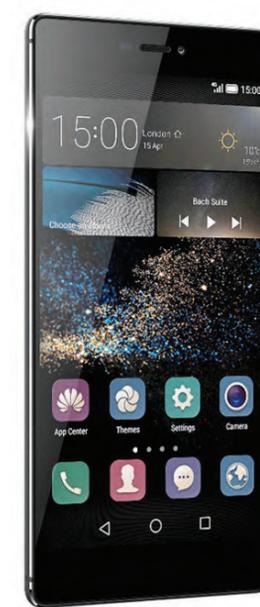
The new devices are a perfect blend of technology, sleek styling, usability and revolutionary low light camera features. The Huawei P8 is the culmination of the P series' rich heritage of style and functionality while the P8 max also features a larger 6.8-inch screen and longer battery life. With the P8 and P8 max, Huawei is once again redefining the smartphone market with easy-to-use features that amaze and inspire consumers.

Acer also unveiled a full range of new devices designed to improve people's lives – work and play – at the global launch in New York in April. New devices will start coming to the UAE market in the third quarter of 2015.

Focusing on specific areas of life – productivity, education, entertainment, gaming and connecting – Acer has harnessed valuable insights to design products to appeal to anyone looking for more.

The company expanded its award-winning design language across the new back-to-school season lineup, including two 2-in-1s – Aspire Switch 10 E and Aspire Switch 10; an 11-inch convertible – Aspire R 11; three new notebooks – Aspire V 15, Aspire E and ES Series – offering strong performance and stylish design for work and play; the new Chromebook 15 with 11.5 hours of battery life, currently the longest in the 15-inch Chromebook segment; and the Iconia Tab 10 tablet for education and Iconia One 8 with advanced touch capability.

All of the new back-to-season Windows-based products ship with Windows



The Huawei P8 and P8 max smartphones are available in the UAE.

8.1 and are supported by Acer for free Windows 10 upgrade.

Last month, LG Electronics (LG) also unveiled its eagerly anticipated LG G4 smartphone, at launch events in New York, London, Paris, Singapore, Istanbul and Seoul. With the G4, LG focused on delivering comfortable elegance, a great visual experience and a human-centric user experience.

The LG G4 camera features a rare-in-smartphones F1.8 aperture lens which allows 80 per cent more light to hit the image sensor than in the LG G3. The

innovative camera module is paired with the new IPS Quantum Display that is better in every way than the innovative Quad HD display introduced to the world in the LG G3. The LG G4 embodies human sensibility that is clearly visible in its Slim Arc exterior design and graphical user interface.

Elegant and comfortable LG G4 smartphone offers a human-centric user experience.



FIRST EMIRATI ARTIST AIMS TO ENTER BOLLYWOOD

ADEL Farooq, a former cricketer and actor, who sings fluently in Hindi and Urdu aims to be the first Emirati artist to become part of Bollywood, the Hindi-language film industry in India.

Farooq recently acted in a hit Hindi-language television drama and has also produced several Hindi music albums. Named as one of the most unique entertainers in the UAE, Farooq can also sing in Punjabi and English. He was also the vice-captain of UAE cricket team few years ago.

Farooq played the role of a lead villain in the top-rated Hindi television series 'Parwaaz' and thereby entered the television scene late last year. This was a hit 13-episode drama shown on Zee TV Middle East and Express Pakistan and this summer it would be aired in India. Farooq also sang the drama's official soundtrack.

"Since my childhood I have always been fascinated by the variety of films

that come out of Bollywood," said Farooq. "I am a passionate singer and actor and I am looking forward to the first break in Indian movies. When the opportunity for Parwaaz knocked on my door I immediately gave it a go and I'm so glad I did. In the future I envision myself as part of the vibrant Bollywood scene, doing all these films and of course, singing," the multi-talented actor said. He released his first solo album in 2010, Dastaan, a collection of catchy Hindi songs, among other chart-topping singles and music covers.

"The cultural crossover of an Emirati singer who sings in Hindi produces a unique fusion of melodies. Adel's talent is purely inborn," said Prem Ramachandran, managing director of Dubai-based White Water Public Relations, which will handle all Farooq's brand partnerships and endorsements.

"Most people will wonder why an Emirati will enter a scene dominated by nu-

merous successful homegrown artists, and how he'll come through. With Adel's expertise and love for the language and culture, his songs could easily enter the charts. According to the turnout of his debut album sales, even non-Hindi speakers are fond of listening to his songs," Ramachandran said.

Farooq added: "I love to inject a Hindi vibe to rock music, and I compose some of my songs, with Hollywood and Bollywood singers as my inspirations. I will return to the music scene after the second half of 2015 as I recently contributed a song to a Sufi album, which will be released by Sony BMG Music Entertainment. Currently I am focusing on brushing up my acting skills".

Farooq has signed up with White Water PR, which specializes in personalized storytelling and will support the celebrity in a wide-range of projects in the region and in India.

Adel Farooq will return to the music scene after the second half of this year.

ABU DHABI STARTS SMART CARDS FOR PUBLIC BUSES

Awareness campaigns regarding the Hafilat card system

have been launched in Abu Dhabi, writes *Seema Parveen*



THE Department of Transport (DoT) has started its new automated payment system with 'Hafilat' smart cards that are designed to pay public bus fares in Abu Dhabi from May 15.

The commuters must tag their smart cards on fare collection devices placed inside the vehicles as they get on and off the bus. The fare, calculated automatically based on the distance of journey, is deducted from its value stored on the T-Purse. The system only allows commuters with cards to board buses, eliminating free rides, according to a statement by DoT.

The transport department said the use of coins as a method of payment on buses will be phased out soon. But commuters will still be able to use 'old' Ojra cards for

at least six months to consume their existing credit.

The new Hafilat cards will be available in six categories to meet different requirements and needs of commuters. One-way trips within Abu Dhabi city costs Dh2 while travelling to the suburbs, such as Al Ain and the Western Region, will cost an additional 5 fils per kilometer traveled.

However, journeys made to other emirates will start at Dh10, with an additional 10 fils per kilometer, the statement said.

Meanwhile, awareness campaigns regarding the Hafilat card system have been launched in different areas of Abu Dhabi and it will continue until this month. Permanent cards, worth Dh10, were distributed to some commuters free of charge during the campaign.

Commuters can also buy temporary,

permanent or personal cards, with their photos and other information of the user. They can also buy weekly or monthly pass.

Weekly pass costs Dh30 and valid for unlimited travel for seven days. Permanent and personal cards can be recharged to a value of Dh150. A fixed weekly value of Dh30, or Dh80 a month, can be added. These tariffs cover travel only within the city of Abu Dhabi.

Cards for students, those with special needs and senior citizens are also available. They can be recharged at two kinds of automated payment machines. Students are eligible for a card at Dh500 per year for transportation within Abu Dhabi city and its suburbs. Trips across the Emirate for students will cost Dh150 per year. Senior citizens and physically challenged persons can travel free within the Emirate.

Another DoT announcement said the department has installed 48 ticket vending machines, 155 reloaders and 11 devices selling top up cards in Abu Dhabi bus stations, shelters, shopping malls, hospitals and customer care centres. One can use either cash or card to make the payment.

Intercity buses

Abu Dhabi Intercity buses start from the central bus station next to Al Wahda Mall and link Abu Dhabi City with Al Ain, Liwa or Ruwais. Also, the buses to Dubai or Sharjah run from here. The buses stop at the main stations designated to each route, as well as at every lay-by between the main stops, should passengers wish to board or disembark.

The large buses near the taxi stand leave for Dubai, while buses for the rest of the emirate run from the left (south) side of the building. Buses for Liwa leave every hour; you need to change at Tarif for Madinat Zayed where there's a connection to Liwa.

Buses depart 24 times a day, from 6.20am until 11.40pm, seven days a week.

There's a frequent bus service between Dubai and Abu Dhabi. The Dubai-Abu Dhabi Express coach, leaves from the main bus terminal and runs every 30 minutes, it costs Dh20. In Dubai the destination is Ghubaiba Bus Station in the Bur Dubai area, although it will let people off at the Trade Centre roundabout, and some buses also make a stop at Ibn Battuta mall.

Youngest Emirati pilot obtains PhD in aviation

SHAREEF Al Romaiithi, a 31-year-old Etihad Airways First Officer, has become the first Emirati to obtain a PhD in aviation from Embry-Riddle Aeronautical University, which also makes him the youngest and the eighth holder of this distinctive degree in the world, a report from Abu Dhabi said.

Romaiithi joined the UAE's national carrier in 2007 as a cadet pilot, and upon completing the airline's specialised pilot training programme, became the first Etihad Airways cadet pilot to transition to First Officer status.

His educational journey began in 2005 when he obtained his Bachelor's Degree in Aerospace Engineering. He went on to complete two Masters Degrees in Aviation and Aerospace Management and Safety Systems. In 2010, Etihad Airways sponsored his PhD studies at Embry-Riddle Aeronautical University, a leading, fully accredited university specialising in aviation and aerospace.

While studying, he continued his flight training and along with his commercial pilot license, he also obtained private pilot sea-plane and rotorcraft licenses, becoming a Certified Flight and Ground Instructor.

Romaiithi currently operates the Airbus A330/A340 fleet and will be operating on the Boeing 777 fleet from this month.



Shareef Al Romaiithi with James Hogan at the Etihad Airways Headquarters in Abu Dhabi.

"I am thankful to Etihad Airways for giving me the opportunity to obtain this unique degree while at the same time pursuing what I love," he said.

Romaiithi's research-based dissertation addressed the importance of understanding the impact of cross-culture on airline pilots' safety performance, specifically in the Middle East and North Africa.

Etihad Airways' president and chief executive officer, James Hogan, said: "It is very important that Emiratis have a key role in all areas of our business, as the national airline of the UAE. Their development is therefore a significant focus

for us, and through our innovative Emiratisation, training and scholarship programmes, we work hard to prepare our UAE national staff to become future leaders and play an integral role in the airline and aviation industry.

"Shareef is a prime example of the ambitious and talented Emirati we are continually seeking to develop, and who will ultimately bring their unique skills and knowledge for the benefit of the airline as well as the UAE. We are proud of his academic accomplishments and look forward to expanding his horizons and career even further."

Vehicle exporters urged to seek certificates with e-link

DUBAI'S Roads and Transport Authority (RTA) has called on customers in need of vehicle export certificates to ensure that such certificates bear an electronic link pertaining to the original owner, in order to avoid any responsibilities hampering their relevant transactions at border posts, reports WAM.

Mohammed Abdul Kareem Nimaat, Director of Vehicles Licensing at the RTA Licensing Agency, said, "The RTA has recently launched its paper certificates service bearing an electronic link for export to ensure that certificates are true when used at the border points. The move comes as part of RTA's efforts to thwart any fraudulent attempts in official documents relating to vehicles.

"This procedure is intended to protect customers in need of such certificates from being forged whether intentionally or inadvertently. Such a practice renders the owner liable to some legal issues. Co-ordination has been made with officials of border posts to ensure that an e-link is printed on the certificate. This link provides instant information about the first owner of the vehicle, and also describes how the vehicle's ownership had come to the applicant. The procedure also indicates whether the vehicle is free from any circulars blocking its movement through border posts," he said.

Nimaat called upon owners interested in travelling abroad by road to ensure that certificates were issued in order to ease their transactions.

"The RTA always seeks to ensure a smooth movement of vehicles through border posts by introducing cautionary procedures to ensure the safety and security of this type of transaction. It represents a legal base in the strategy of the RTA and accordingly the Licensing Agency," he said.

Africa Day in Abu Dhabi

A NUMBER of African high-end diplomats from different African communities celebrated Africa Day in Abu Dhabi in the presence of many officials from the GCC and the ambassadors of African countries.

Fashion shows, inspired by different African heritages and folklores, were also displayed during the event held at the Armed Forces Officers Club in Abu Dhabi. The ceremony was attended by more than 800 officials, businessmen and members of the African communities.

Africa Day is considered a consolidation of the evolving political, economic and cultural relations between the countries of the African continent.

Dick Esparon, Ambassador of the Republic of Seychelles to the UAE and Dean of the African Ambassadors Group, spoke on the significance of holding such events and praised the excellent relations between the UAE and Africa.

This year marks the 52nd Anniversary of the African Union.

'Solar Palms' to provide WiFi, charging points in Dubai



MAJOR Dubai parks will get WiFi as the government has planned more than 50 solar palms in the emirates within a year, it was announced at the time of the launch of first solar palm in Zabeel Park recently.

The Dubai Municipality has launched the 'Smart Palm' project that offers park visitors free WiFi service along with charging points for smart gadgets, the first of its kind initiative in the Middle East. Free WiFi to parks and beaches in Dubai was announced at Gitex in October last year.

The project is a self-sustaining community tech hub and its structure is in the shape of a date palm. The six-metre high solar-powered structure has solar panels fixed on top of its frond-shaped roof. It

also has an attached platform equipped with multiple charging points, designed to support both mobile phones and tablets.

The first Smart Palm in Dubai went live at Gate 6 of Zabeel Park. Director-General of the Dubai Municipality Hussain Nasser Lootah said that 52 more Solar Palms will be installed this year including on public beaches and major parks like Dubai Creek Park, Al Mamzar and Al Barsha Pond Park.

These palms will provide an array of services for the public, including free WiFi from telecom company Du with up to a range of 53 metres, sustaining up to 50 users at any given time. There are eight charging points on each Smart Palm, offering extreme recharging capability, two and a half times faster than a regular plug.



Italian designer Giorgio Armani

Armani marks 40 years in fashion

ITALY'S Giorgio Armani celebrated 40 years in fashion with a star-studded gala and opening of a museum dedicated to his designer business, Reuters reported.

The 80-year old designer, known for his clean cut and elegant collections, was joined by celebrities such as Leonardo Di Caprio, Cate Blanchett, Hilary Swank and Tina Turner for the bash in Milan, headquarters to his fashion empire.

The event took place ahead of the opening of Milan Expo, of which Armani is special ambassador for fashion. Officials say about 20 million people are expected to visit the six-month exhibition of world-wide products and technologies.

Nicknamed King Giorgio, the designer, who once worked as a window dresser, is known for being hands-on in creating one of the most recognized fashion brands in the world. "There have been many moments, from the beginning until today," Armani told reporters upon arrival at the event in Milan. "Maybe my most emotional moment was when I saw my cover on 'Time'," he added referring to the magazine.

Armani, who designs both couture and ready-to-wear, has dressed celebrities, royals as well as sportsmen. Stars such as Beyonce, David Beckham and Megan Fox have modelled his perfumes or underwear.

DUBAI WOOS GCC, MENA TOURISTS

Connectivity is one of the main reasons for the success of Dubai's tourism industry

THE GCC countries and Middle East and North Africa (MENA) regions present significant potential growth markets for Dubai tourism, despite already accounting for a combined 33 per cent of the emirate's total visitor numbers.

Speaking on the sidelines of the United Nations World Tourism Organisation (UNWTO) Ministerial Forum on Intra-Arab Tourism, Helal Saeed Almarri, director general of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), highlighted the importance of the two regions to Dubai's tourism economy, and outlined key reasons why they remain central to Dubai's plans for increasing overall visitor numbers.

"Intra-Arab tourism has been of fundamental importance to the sustained growth of Dubai's tourism economy over the past two decades. In 2014, 22 per cent of international visitors to Dubai came from GCC markets, and 11 per cent from other countries within the Middle East and North Africa.

However, there is still significant potential to increase visitation, thanks to the connectivity provided by Dubai Airports and our home airlines, Emirates and flydubai, the visa policies of the United Arab Emirates, and the range of hotels, attractions and events which appeal to travellers from the regions."

Of Dubai's 13.2 million international overnight visitors in 2014, 2.98 million were drawn from GCC countries – an increase of 12.4 per cent on 2013 – and 1.55 million came from non-GCC countries in the MENA region – an increase of 18.1 per cent. The forum held in Dubai recently gathered public and private sector leaders



Helal Saeed Almarri

from across the MENA region and GCC to discuss co-operation between nations to increase intra-Arab tourism. A key focus was on increasing connectivity and improving ease of travel by relaxing visa policies.

Almarri stated that these did not pose particular challenges for Dubai. "Connectivity – regionally and globally – is one of the main reasons for the success of Dubai's tourism industry – a fact underpinned by Dubai International Airport becoming the world's busiest for international passengers in 2014 and last week's announcement by Dubai Airports that the current capacity of six million passengers a year at Dubai World Central will be expanded to 26 million by 2017.

"Our home airlines, Emirates and flydubai, bring millions of passengers a year to Dubai from across the GCC and MENA regions, and these are supplemented by routes operated by many other airlines.

The expectation of more open skies

policy across the region will increase supply of seats to meet the demand. Once implemented across the region, our airlines would have more slots and – complemented by the introduction of larger aircraft and the emergence of more low-cost airlines – we'd be in a similar situation to other continents where regional residents are able to fly to neighbouring countries at a reasonable cost. This would clearly enhance visitor growth.

"With regards to ease of access, the UAE's visa policies mean that visitors from the GCC do not require visas to visit Dubai, and there are streamlined processes in place which make Dubai highly accessible for other guests. This is no doubt a significant contributing factor to high visitation from our fellow Arab nations, as is the destination offer that has been formed by close collaboration between the government of Dubai and our partners in the

private sector. Dubai's focus on family tourism means that our destination offering is a perfect fit for this market. We already offer a diverse number of family attractions, hotels and experiences, and with more in the pipeline, alongside continued marketing and promotional efforts from both the private and public sector, we expect to make further inroads into these regional markets."

— Community Connexion Report



ONLINE TRAVEL BOOKING TO HIT \$35B IN MIDEAST

ONLINE travel bookings, which represent 25 per cent of all bookings in the Middle East, are forecast to grow in 2015 and 2016 to reach 36 per cent by the end of 2017 when online revenue is expected to reach \$35 billion, a report said.

Offline sales are forecast to continue to grow from \$54 billion in 2014 to \$63 billion in 2017, revealed the new research by Travelport, a leading travel commerce platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry. The new research was revealed by Travelport during its participation at the Arabian Travel Market (ATM) held in Dubai last month.

The research released by Travelport as part of a co-sponsored study with Phocuswright, revealed that a host of 'hybrid' travel agents – those whose transactions take place online and offline – are expected to emerge as successful regional agents in the coming years, fuelled by a young, middle class, affluent population with a high tendency to travel. Rabih Saab, Travelport's president and managing director for Africa, Middle East and South Asia said: "We can see from this new research that the Middle East's travel industry is buoyant and poised for growth."

Istanbul

A city of contrasts



Abdul Haque
Chowdhury dwells on
the dazzling charms
of this vibrant city
and its rich culture,
history, traditions,
nature and touristic
attractions

ISTANBUL is the only city that embraces two continents with one arm reaching out to Asia and the other to Europe. The former capital of three successive empires — Roman, Byzantine and Ottoman — Istanbul today honours and preserves the legacy of its past while looking forward to a modern future.

I discover the dazzling charms of Istanbul with its rich culture, history, traditions, nature and touristic attractions during my visit to this vibrant city under a project 'Feeling Istanbul'.

Fifty five foreign media delegates including journalists, columnists and writers from Austria, Belgium, Britain, Bulgaria, China, Denmark, France, Finland, Germany, Italy, Israel, Japan, Netherlands, Poland, Russia, Spain, Switzerland, UAE, Ukraine and USA visited the historic and touristic attractions of Istanbul.

They were hosted in the most favourite places of the city. During their stay in Istanbul they have visited Topkapi Palace, Hagia Sofia Museum, Basilica Cistern, Dol-

mabahce Palace, Istanbul Modern and Istinye Park.

Variety in Istanbul is really charming the visitors. It is serving infinite nuances with its museums, churches, palaces, mosques, bazaars and sights of natural beauties. When you lean against backside at the coast of the strait, you feel Istanbul as "centre of the world" and understand why people select this extraordinary place centuries before with watching the reflection of the red at sunset from the houses at the coast.

The first place that you might visit in this region is Eminonu Square. The distracted passengers on boats and ferries, heading to their homes along the Bosphorus, the pedestrians feeding the birds in front of the New Mosque, and the customers shopping in the Grand Bazaar (Kapalıçarşı) and the Spice Market (Mısır Çarşısı) all endow this square with an unchanging character.

If you are looking for an exotic holiday destination, with friendly, hospitable peo-

ple, an ideal climate and beautiful scenery or if you want to explore a city filled with ancient sites and ruins mixed with increasing modernization, or planning a fabulous shopping holiday, then I will suggest Istanbul as the right place for you.

Istanbul's Historical Peninsula, adorned with a vast number of museums and historical monuments, is the first destination for thousands of foreign and Turkish tourists. Indeed, it wouldn't be incorrect to describe this peninsula as a summary of Istanbul's history over thousands of years.

Among these historical treasures are Hagia Sophia, the Blue Mosque, Yerebatan Cistern, the Archeology Museum, Topkapi Palace, Istanbul Modern Museum and the Suleymaniye Mosque. You will also come face to face with the centuries old churches, mosques, and houses along the Golden Horn. It is worth visiting the Yerebatan Cistern which was built in the sixth century in order to meet the water needs of the Byzantine Empire. Here, you will witness the beauty hidden beneath the surface of Istanbul.

Hagia Sophia and the Blue Mosque represent the magnificence of both the Byzantine Empire and the Ottoman Empire. The architectural secrets of these two buildings, have yet to be fully unravelled.

At the Museum of Turkish and Islamic Arts, you can get a glimpse of how daily life was lived in Turkey hundreds of years ago.

The first place that you might visit in this region is Eminonu Square. The distracted passengers on boats and ferries, heading to their homes along the Bosphorus, the pedestrians feeding the birds in front of the New Mosque, and the customers shopping in the Grand Bazaar (Kapalıçarşı) and the Spice Market (Mısır Çarşısı) all endow this square with an unchanging character.

One of the most dramatic and exciting shopping experiences in Istanbul is the Grand Bazaar. This Ottoman-era covered market has over 4,000 shops, selling everything from gorgeous Turkish carpets to leather goods, beautifully embroidered linens and fine jewellery. If you are tired of shopping in the bazaar, then there are shops, boutiques and kiosks leading to the bazaar and down every street. This is a shopper's paradise.

It is worth visiting the Spice Market. Before entering the huge partially covered areas, the smell of cinnamon, mint and thyme greeted me at the door. I also enjoyed the aroma of coffee beans, bulk tea and fresh baked goods. Be sure to purchase Saffron and pure Vanilla while you are there, the prices were reasonable and makes for wonderful gifts for family and friends back home.

Beyoğlu is as ancient as Istanbul, as diversified as Turkey and also a colourful mosaic of many cultures, traces of which are in its each corner. Beyoğlu is the small version of Istanbul. Beyoğlu, also called Pera, is able to embrace all kinds of people, shops, cafes, bars, cinemas, theatres and restaurants, you can see in every part of Istanbul.

Istanbul has a historical and cultural heritage acknowledged not only by Turkey but also by the whole world. And apart from its historical and natural beauties the city is quite assertive with its hotels, fair, congress and meetings halls in European standards; international airport with a passenger capacity of 20 millions annually and its transportation opportunities.

The city also promises an amazing touristic journey beyond imagination with its modern shopping centres, eating and drinking opportunities including all the cuisines of the world, and the entertainment spots working all day and night. The cultural and art organisations such as the concerts given by the foremost artists of the world or film festivals also create great opportunities to its visitors.

Istanbul, uniting its natural beauties with its historical and cultural accumulation and modern infrastructure, offers unique accommodation facilities to its visitors. There are five hotel districts in Istanbul catering to all sorts of budgets.

The Asian Side

In contrast to Istanbul's distracted and restless European face, the Asian Side devotes its area to green space, seaside mansions and woods. It's not at all wrong to describe the Asian Side (or Anatolian Side) as "Istanbul's calmer face".

If you want to have a comprehensive experience of Istanbul, you need to experience the calmness of the Asian (or Anatolian) Side as well. Turning your back to the European Side, you will examine the mag-

nificent architecture of the Haydarpasha Train Station. It is the first stop of many travellers who come to Istanbul by train, as well as the entrance to Kadıköy.

Enchanted passage

Thanks to its unique aspect of dividing two continents, Bosphorus stands as an indispensable landmark of Istanbul with its recesses and projections. Besides the historical and cultural heritage of the city natural beauties also play a considerable role in the formation of Istanbul's unique atmosphere.

Embracing the Asian and European continents, the bridges occupy a very remarkable place in Turkey's transportation network. As the highway transportation between the two continents, the Bosphorus Bridge is considered as the Strait's pearl for its delicate architecture.

In various cafes standing on both the coastal line and on cute cross streets on which the Ortakoy Bazaar is situated, drinking traditional Turkish coffee and tea accompanied with smoking narghile has a distinctive delight. You can find bars and night clubs appealing to every delight and economic power.

Nightlife

Istanbul's animated nightlife offers thousands of options. You can discover the impressive variety of choice in Istanbul's night life. In the world-famous bars and nightclubs that line the water in the neighbourhoods of Ortakoy and Kuruçesme, you can spend many a romantic moment while watching fireworks shows on the sky, or dance the night away while enjoying the Bosphorus view.

You might also take in a traditional Turkish evening by watching a folklore performance or an oriental dance, or listen to Turkish folk music (türkü) at any number of different Türkü bars. If you prefer rock, punk, techno, jazz or alternative music, you can search for a bar along Istiklal Avenue and its side streets, on Kadife Street in Kadıköy, or seaside in Ortaköy.

For those who want to spend a romantic or exciting night overlooking the Bosphorus, they can visit the world-famous bars and nightclubs located along the seashore in the neighbourhoods of Kuruçesme and Bebek.

THE WORLD COMES TO GLOBAL VILLAGE

SEASON 19 of Global Village hosted more than 5 million guests in 157 days and they enjoyed the region's largest and most popular outdoor family destination for culture, shopping, and entertainment.

Average daily attendance has grown on last year's numbers as it attracted a total of 5 million visitors who enjoyed a new-look Global Village thanks to significant investment on new purpose built family facilities, and enhanced infrastructure. The development of Global Village's park will push the brand to new heights, and sit amongst the top family entertainment and cultural experience destinations in the world.

A special 3-day weekend of concerts and longer opening hours until 2am ensured that visitors could get the most out of the final days enjoying spectacular music, cuisines from around the world, great shopping offers and pavilions showcasing cultural experiences from around the world.

Ahmad Hussain bin Essa, Chief Operating Officer at Global Village, says he has been overwhelmed by the positive reac-

tion and all the beaming smiles of families over the past 157 days of operations. "It has been a pleasure to see the happy faces of so many people, young and old, in the park every day and their excitement and enjoyment has helped to create a fantastic atmosphere.

This season Global Village introduced a number of exciting new features to the park that have made the family visitor experience better than ever before.

The introduction of Globo has given guests a welcoming face at the Global Village entrances, as well as a great entertainer. Globo has been appearing on stage in popular shows such as Circus Circus and surprising Flash mobs which took place all over Global Village. Globo spent the last three days of the season meeting and greeting with kids around the park, distributing goodie bags and souvenirs to them, and inviting them to come back in the 20th season.

Global Village offered a range of great shows providing incredible performances from the likes of the Covent Garden Street Festival, The Musical Spectacular, acrobatic shows, break dancers, fire shows,

The family and cultural destination in Dubai attracts five million visitors

the amazing Circus Circus, and 52 concerts among a host of others. This season also welcomed the Shaabiyat Al Cartoon to Global Village, along with a new performer – Global Village mascot, Globo.

The park also introduced a number of other special attractions this season including the Prehistoric Oceanarium, Al Rimal Pit, Illumination World, and Animals Land. The park's cornerstone fairground attraction – Fantasy Island – moved to a brand new and more convenient location within Global Village and provided fantastic rides like The Wheel of the World, Vector, and 2Extreme as well as more traditional fairground attractions.

This year Global Village was also a key sponsor of the Dubai Shopping Festival during which Global Village hosted performers from all over the world in celebration of the 20th anniversary of the world renowned shopping festival during

a month that proved the busiest of the season for park management.

This season saw Global Village take some of its popular shows to schools to entertain students and introduce them to different cultures of countries hosted in Global Village, and giving them a taste of the fantastic shows that took place at Global Village. Along with children being able to see Global Village entertainment in their schools, children were introduced to the Dallah Project. This project brought Emirati heritage and traditions into the classrooms and allowed for over 15,000 children from over 100 schools to decorate and customize dallahs provided by Global Village.

The success of an event of the scale of Global Village would not be possible without working in close partnership with a number of government authorities who include; Dubai Police, Civil Defense, General Directorate of Residency and Foreigners Affairs, Dubai Corporation for Ambulance Services, Dubai Health Authority, Dubai Electricity and Water Authority, Road and Transport Authority, Department of Economic Development, Department of Tourism and Commerce Marketing, Dubai Festivals and Retail Establishment, Dubai Media Incorporation, and not to forget the great support of different media incorporations in the country.

— Community Connexion Report



Experience snow in the desert at **Ski Dubai**, climb to the top of the world at **Burj Khalifa**, go under the sea at **Dubai Aquarium** or swim with dolphins at **Atlantis**. In UAE you have plenty of reasons to stay cool in summer, writes **Abdul Haque Chowdhury**

As the summer is in and the mercury starts rising, it is time for UAE residents to go abroad to escape the sizzling temperatures or simply find ways to stay cool and make the season comfortable and enjoyable.

There are many exciting ways to beat the heat - whether you want to go trekking, climb a mountain, enjoy the khareef (monsoon season) in Oman, take a cruise liner, visit exotic places, go sightseeing with the family or simply want to stay in the UAE and go shopping with children during summer in Dubai, experience snow in the desert at Ski Dubai, climb to the top of the world at Burj Khalifa, go under the sea at Dubai Aquarium, swim with dolphins at Atlantis, chill out at water parks, rejuvenate your body with a treatment from spas, play indoor games or go out for summer dinners with loved ones, there are always something to satisfy your needs and meet your budgets.

Discover the special packages being offered by airlines and hotels for a short visit to many European and Asian destinations. A significant number of expat families also visit their homes during the long summer break of schools. And as usual, going home translates into a hectic phase of buying a variety of

merchandise for relatives back home. Most shopping lists have luggage, clothes, textiles, cosmetics and perfumes, home appliances and a host of other electronic gadgets. Retail trade launches a spate of schemes and promotions to attract customers. In the UAE, airlines, hotels, and tour operators offer attractive packages for visitors and tourists.

The holy month of Ramadan has brought a sense of calm and serenity in the air. Visitors can share the spirit of Ramadan in the UAE and enjoy the country's hospitality and traditions at the Iftars.

Community ConneXion will come out with a special section BEAT THE HEAT in its inaugural issue. In an effort to help make your vacations a holiday bliss, the magazine will provide an overview of all these aspects of summer business. It will highlight popular products, new destinations, holiday packages, marketing campaigns, company profiles and services. Advertisers can be a part of this endeavour and connect them with multinational communities in the UAE.

beat the

HEAT



MIDDAY BREAK FOR LABOURERS



The three-month period beginning from June 15 is aimed at protecting workers from extreme heat during summer, *Community Connexion* reports quoting WAM sources

THE Ministry of Labour has announced the decision to introduce the midday break for UAE labourers, prohibiting them from working under direct sunlight between 12.30pm and 3pm for three months, from June 15 to September 15.

Saqr Ghobash, Minister of Labour, stated that the working hours during the period, divided into two -- morning and

night shifts -- can have an 8 hour span, and in case the labourers were asked to work more, then they must be compensated for overtime as per the laws.

The ruling also enquires employers to post a clear schedule of the daily working hours during the midday break period, apart from providing shelter to the labourers during rest hours.

Maher Al Obed, Assistant Undersecretary for the Inspectional Affairs at the Ministry, said that "the ruling, which has been running (during such hot days) for 11 continuous years, was launched to promote health and safety precautions while on duty, in accordance with international standards."

"This is considered one of the most important preventive measures to protect workers from the risk of working under direct sunlight in extreme high temperatures," he said.

He pointed out that the ministry has formed 18 squads to monitor compliance across the nation during the midday break period, and will also distribute awareness leaflets to both employers and labourers to promote awareness.

The midday break is part of many oth-

er initiatives undertaken by several government and private institutions in partnership with the Ministry of Labour, and mentioned in particular free medical examinations for workers and offering them guidance to protect them against dangers in general.

"Initiatives are also undertaken by many members of the community who distribute cold water and refreshments to the labourers on duty, thus embodying the values of compassion and solidarity in the UAE society," Al Obed said.

Referring to punitive part, Al Obed said violators will be fined Dh5,000 per worker found working during the break, and up to Dh50,000 if the issue involved a number of workers. "The company's profile will be forwarded by the inspections department to the Minister's office where the minister might consider temporarily stopping the entity plus reducing its classification level," he said.

Last year's statistics have shown compliance with the midday break rule across the nation reaching 95.5 per cent, Al Obed said, adding that the numbers clearly underscore that most companies respect the decision and abide with the UAE labour laws.

"The ministry will take note of any observations made by the public if they found labourers working during the period. They can report through the toll-free number 800665 or by filing a report using the free MoL smartphones app," he said.

It was mentioned that the minister took note of some exceptional cases that require continuation of work during this midday period due to technical reasons, but specified that even in such cases, employers are obliged to provide cold drinking water, safety tools and materials, salt, lemon, fresh salads and all necessities that have been approved for use by health authorities in the country.

Employers are also required to provide first aid kits in the workplace and means of appropriate cooling systems and umbrellas to protect from direct sunlight.

"During Ramadan, our teams will still go around and inspect working sites during the midday break, as the timings during the holy month will stay the same and will not be changed," he added.



Community Connexion is an English language monthly publication for multinational communities including the Emiratis. The magazine, approved by National Media Council of UAE, carries reports and features on community activities, corporate cultures, events, exhibitions and festivals. It will also highlight the achievements and contributions of entrepreneurs and their services to the country and communities.

The magazine covers a wide range of topics and interviews on beauty & lifestyle, education & environment, finance & property, electronics & technology, fashion & fragrance, food & health, travel & tourism, motoring & sports.

Community Connexion is a Barood Media Publication. The magazine is launched on 11 June 2015. We expressed our thanks to patrons, advertisers and readers for their sincere support in our humble efforts to come out with the new publication.

The magazine will be a perfect platform for advertisers to promote their companies, brands, products and services to UAE's multinational communities and stay ahead of competition.

For details send an email to
info@community-connexion.com /
info@baroodmedia.com

LIFE'S ALL ABOUT
*water***TOP**
REASONS
TO DRINK LOTS OF
WATER IN SUMMER

WEIGHT LOSS — Water is an effective appetite suppressant. So, consuming water cuts down hunger and reduces need for extra meals. That results in losing valuable weight and keeping one fit and healthy during summer.

COMBATING DEHYDRATION — Water is a wonder drug dealing with dehydration. 7-9 glass water intake a day regulates body temperature and replaces the essential electrolytes lost due to excessive sweating.

MENTAL HEALTH — Water plays vital role for mental health, creativity and productivity. Consuming sufficient amount of water liquefies brain blood that makes brain more efficient, creative and productive.

DIGESTIVE PROBLEMS — Drinking good quantity of water flushes out toxins and poisonous compounds out of body. It regulates digestion avoiding constipation, acidity, kidney stone and stomach cramps.

MAKES HEART HEALTHY — More the heart pumps water more it becomes strong and protects against heart attacks. Thus drinking water makes heart healthy. It also increases blood flow to the heart enhancing its health.

BEAUTIFUL SKIN — Drinking adequate amount of water rejuvenates skin. It keeps skin hydrated making it radiant and glowy. It also combats aging.

WATER THERAPY — It is simply starting a day with consuming 5-6 glass of water altogether. Water therapy is useful in dealing with hormonal problems, blood pressure, kidney related problems and heart attack.

HOW much water should one drink each day is a simple question with no easy answers. Studies over the years have come up with varying recommendations, but the bottom line is that your water needs depend on many factors, including your health, how active you are and where you live. Although no single formula fits everyone, knowing more about your body's need for fluids will help you estimate how much water to drink each day.

Before calculating your daily water dose, you actually need to understand the importance of water in our lives. Water is the principal chemical component of our bodies and makes up about 60 per cent of our body weight. Our entire body system depends on water. For example, water flushes toxins out of vital organs, carries nutrients to your cells and provides a moist environment for ear, nose and throat tissues.

Lack of water can lead to dehydration, a condition that occurs when you don't have enough water in your body to carry out normal functions. Even mild dehydration can drain your energy and make you tired. Every day you lose water through your breath, perspiration, urine and bowel movements. For your body to function properly, you must replenish its water supply by consuming beverages and foods that contain water.

The 8-glass mantra

Everyone has heard the advice, "Drink eight glasses of water a day." That's about 1.9 liters, which isn't that different from the Institute of Medicine recommendations. Although the "8 by 8" rule is not supported by hard evidence, it remains popular because it's easy to remember.

Heat-related dehydration is a big problem in summer. And if you're active — even if you're healthy — you're at risk. Thirst is not always the best clue that it's time to take a drink. Technically, dehydration sets in when a person has lost 2 per cent of his or her body weight. How quickly that happens depends mainly on different conditions.

For most adults, thirst is a good guide that it's time to take in some fluids. But research suggests that by the time we reach our late 30s, our recognition of thirst becomes a bit delayed.

Experts recommend that keeping a rough idea about proper water intake keeps unwanted dehydration risks away during summer.



Dr Hari Prasad ... painless operation

**Revolutionary
knee replacement
technology
unveiled in UAE**

New type of surgery lasts for more than 30 years and is suitable for patients between ages 45 to 55, says an official of Apollo Hospitals

APPOLLO Hospitals, a top health-care provider in Asia, has unveiled a revolutionary knee replacement technology in the UAE, which lasts for more than 30 years and is suitable for patients between ages 45 to 55 as well as patients suffering from obesity, an official of the hospital said in Dubai recently.

Apollo Hospitals Chennai has introduced in India 'Attune Rotating Platform Knee Replacement', a revolutionary new technique in the field of surgical medicine and orthopaedics. Using a minimally invasive subvastus, this surgical approach involves less cutting of the tissues around the knee.

A hospital statement said that the minimally invasive subvastus technique differs completely from the conventional technique. In the conventional surgery the skin is cut 15-20cm along with the muscles in front of the knee and thigh, the knee cap is flipped and the thigh and leg bones are separated from each other to perform the conventional surgery resulting in prolonged post-operative pain and recovery. However, in the minimally invasive subvastus technique the skin is cut only by around 8-10cm. The knee cap is not flipped and the thigh and leg bones are not separated but are cut in place.

"Apollo Hospitals invites GCC residents

to visit their headquarters in Chennai, India to experience this latest technology in knee replacement. Unlike the traditional knee replacement surgery, this kind of surgical approach is less invasive because it involves a shorter incision. It also ensures that the Patella and Tibio Femoral joint, two of the largest joints of the body, are preserved. Due to Attune's less invasive nature, it reduces recovery time and ensures patients to return to their normal activities in the shortest possible period," said Dr K. Hari Prasad, Chief Executive Officer of Apollo Hospitals.

"In the past, those who undergo knee replacement surgeries have to go through all the surgical pain, feelings of discomfort, and a long recovery time. This latest advancement provides painless operation and eliminates all side effects of the traditional knee surgery. As we utilize Hi-flexion implants, after the surgery, Apollo Hospitals ensures that the patients will receive full flexion like the healthy knee joints they use to have," Dr Hari Prasad said.

According to reports, in the GCC region, patients as young as 50 undergo knee replacement resulting to the surgery being no longer uncommon. Coupled with sedentary lifestyles, obesity has become a prevalent health problem among GCC residents and its implications include an

outbreak of osteoarthritis, as well as degeneration of leg muscles.

With the discomfort of knee deformities, patients opt for knee replacement. As per the American Association of Orthopaedic Surgeons (AAOS) which states that the average age for knee replacement is getting younger than 65 worldwide. In the US every year one million Total Knee Arthroplastys are conducted, while in the UK the number stands at 600,000.

This kind of surgery also uses patented technologies like Gradius curve and Softcam, which helps in enabling smooth and stable flexion and extension of the knee joint without any abrupt jerks, removing the patient's traces of pain and discomfort in the area.

According to Dr C Lenin, Apollo Hospitals Chennai's senior consultant joint replacement and arthroscopic surgeon, "Versatility in size and matching the patient's anatomy makes this a personalized knee. In other words, the custom made knee is now ready made. There is no time loss and no need for CT scan thus averting the radiation exposure — which is mandatory in the case of a custom made knee."

Apollo Hospitals is a major referral centre for minimally invasive surgeries and receives a large number of patients from all over the world.



Tips

FOR SMEs TO BOOST SALES

For any business, making sales is the number one priority because without any sales, there would be no business, said a top official based in Chicago. Many businesses have been facing tough times lately due to the poor economy, which is why it is crucial to focus on new ways to boost sales and increase revenue, he said. Mohammed Hajjar, president and founding partner of Pronited Inc, has shared seven ways for small and medium sized businesses to increase their revenue.

JOIN A GLOBAL TRIBE

As a small to medium size enterprise (SME) it can be difficult to get access to the same resources available to larger companies. By joining an established global alliance of professional services firms like Pronited, the company has access to worldwide resources and exclusive tools. The business will also gain the credibility of membership with a prestigious global organization and with this credibility, the company will start to see growth and begin to serve bigger clients.



RECONSIDER PRICING PLANS

If the business is not making the sales it should be making, a part of the problem could be that the pricing is not in line with what customers are willing to spend. The average budget of the target market should be considered and the price can be changed to reflect the current market situation.

However, an entrepreneur should also take into account if clients are comfortable as a change in pricing could elicit a negative reaction from them. Adjusting of plans to reflect a small price increase will not cause any reaction from current clients, but will help boost revenue.

INVEST IN SOCIAL MEDIA MARKETING

Social media marketing is a powerful way to attract new clients and customers. A company should at least have its own Twitter, Facebook and LinkedIn profiles to spread the word to others, interact with clients and keep them updated about what is going on at the company. Many companies also use the social media as a customer service platform to receive feedback from customers and respond to their messages, which makes them feel appreciated and reflects positively on the company.



REVISIT OLD CLIENTS

As the company evolves and introduces new products and services, it should connect with old clients and unveil all the new services the company has to offer. Old customers are likely to feel comfortable working with the company. Therefore, they need to be convinced that there is something of value to offer them. Companies can keep in touch with old clients through a newsletter where tips, solutions and other helpful information are continually offered.

OFFER NEW SERVICES AND PRODUCTS

A great way to increase sales is by adding new products and services to the existing line-up. It gives a greater range to market to a wider target audience. The firm can promote new products and services with a special announcement or create a buzz and anticipation leading up to the launch. The services and products chosen should, however, complement the current line-up in order to keep up a consistent brand image.

ESTABLISH A REFERRAL PROGRAMME

With a referral programme, a company can reward loyal clients who continue to use its service and then recommend it to others. A referral programme is based on word of mouth marketing where one client tells their friend or colleague about the company and refers them. If the colleague signs up for the company's services, then the original client will be rewarded with discounts, upgraded services, samples and exclusive perks.



MERKEL 'MOST POWERFUL WOMAN'

GERMAN Chancellor Angela Merkel topped the Forbes list of the world's 100 most powerful women for the fifth consecutive year, edging past US presidential candidate Hillary Clinton, who came in second in the 2015 annual ranking, Reuters reported.

Clinton moved up from sixth place on last year's list and was followed by Melinda Gates, the co-founder of the Bill and Melinda Gates Foundation, at No. 3.

US Federal Reserve Chair Janet Yellen placed fourth while General Motors CEO Mary Barra rounded out the top five.

The list by Forbes features the most powerful women in eight categories - billionaires, business, celebrity, finance, media, philanthropy, intergovernmental organizations, politics and finance.

International Monetary Fund (IMF) Managing Director Christine Lagarde captured sixth place, followed by Brazil's President Dilma Rousseff, Facebook Inc. Chief Operating Officer Sheryl Sandberg at No. 8, YouTube boss Susan Wojcicki and US First Lady Michelle Obama.

Oprah Winfrey was the top ranking billionaire at No. 12. Singer Beyonce was the leading entertainer at No. 21 and American Vogue Editor-in-Chief Anna Wintour placed 28th, the highest ranking for a person from the media sector.

Meanwhile, Shaikha Lubna Al Qasimi, Minister of International Cooperation and Development in UAE, has been ranked 42 among the 100 most powerful women in the world, WAM reported quoting the American magazine Forbes.

The magazine announced that Shaikha Lubna stood first among the most powerful women in the Arab countries for the year 2015. She ranked 55 in 2014 and 67 in the year 2013.

The magazine writes that as Minister of International Cooperation and Devel-

Shaikha Lubna stood first in Arab countries and ranked 42 in the world among the most powerful women for 2015



Shaikha Lubna Al Qasimi

opment, Shaikha Lubna has led the United Arab Emirates into an unprecedented amount of philanthropy.

The UAE contributed \$5.4 billion to foreign nations in 2013, a steep climb from the \$1.6 billion donated in 2012, giving more than any other nation at a rate of 1.3 per cent of the country's income.

Shaikha Lubna has also contributed to charities in her own time, volunteering with Friends of Cancer Patients Socie-



Angela Merkel



Hillary Clinton

ty and serving on the Board of Directors for the Dubai Autism Centre. In 2004, she became the first woman in the country's history to assume a cabinet position when she was appointed as Minister of Foreign Trade.

Pop star Taylor Swift came in at 64, while talk show host Ellen DeGeneres was No. 50 and "Modern Family" star Sofia Vergara was No. 57.

— Community Connexion Report

PRAN
Frooto
Mango Juice

ANY TIME
FROOTO TIME

PRAN
Frooto
Mango Juice

BEAT YOUR SUMMER
THIRST WITH FROOTO

Valuing
your
Trust

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MONEY

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IS JUST ONE OF THE MANY THINGS THAT WE DO

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OUR SERVICES

Lulu
International
Exchange



لولو
العالمية
للصرافة

Money Transfer | Forex | Demand Draft | Cash Pickup
WPS (My Pay My Card) | Credit Card Payments
Value Added Services | Western Union | Xpress Money