

CREDO Communications

"Strategies for Success"

Corporate Presentation



WHAT WE DO

Credo is changing the way communications are delivered for companies. We act as advisors, working as part of your business to achieve mutual goals. We never want to simply be a consultant who does what is needed and departs. We will always own your issues; help you solve your communications problems and work together to build your brand.

OUR APPROACH

No communication task is the same. They require unique tailored responses. We use research, analysis and sector knowledge to be able to give you the answers which will work. No rerunning of what has worked for other firms. No turning to old ideas and approaches. Credo uses the latest media channels and techniques to talk to all audiences from Gen Y to Millennials and Gen Zs.



CREDO OVERVIEW



CREDO ESSENCE

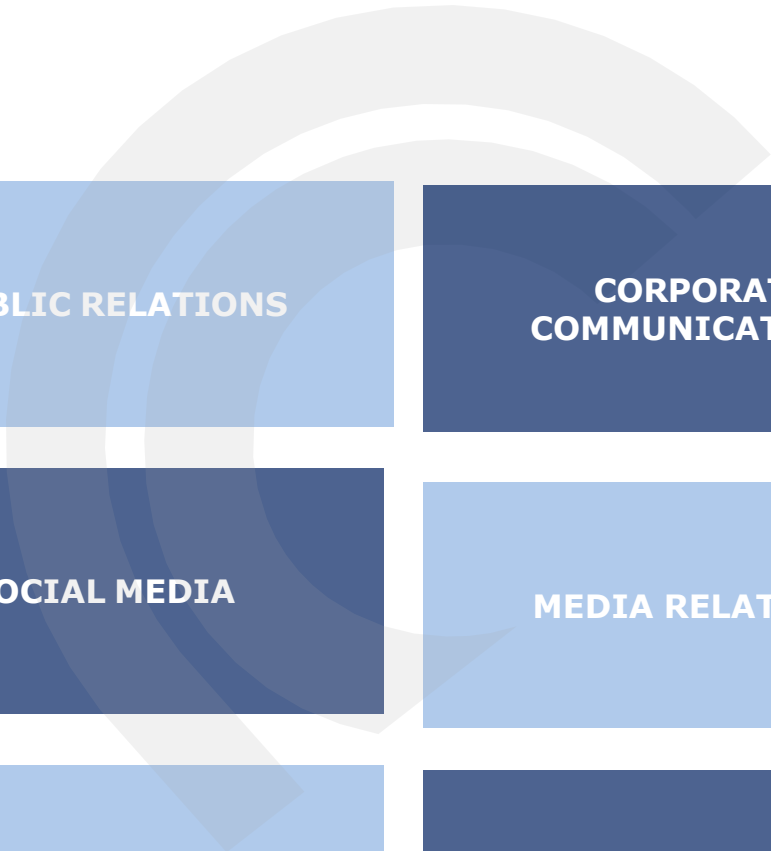
Specialists in transformational communications – locally, nationally and internationally.
The preferred partner of both private and listed companies and public institutions.



We build brands and protect reputations to create positive change. We manage the complexity of stakeholder relations to boost our clients' brand and business.



OUR SERVICES



PUBLIC RELATIONS

**CORPORATE
COMMUNICATIONS**

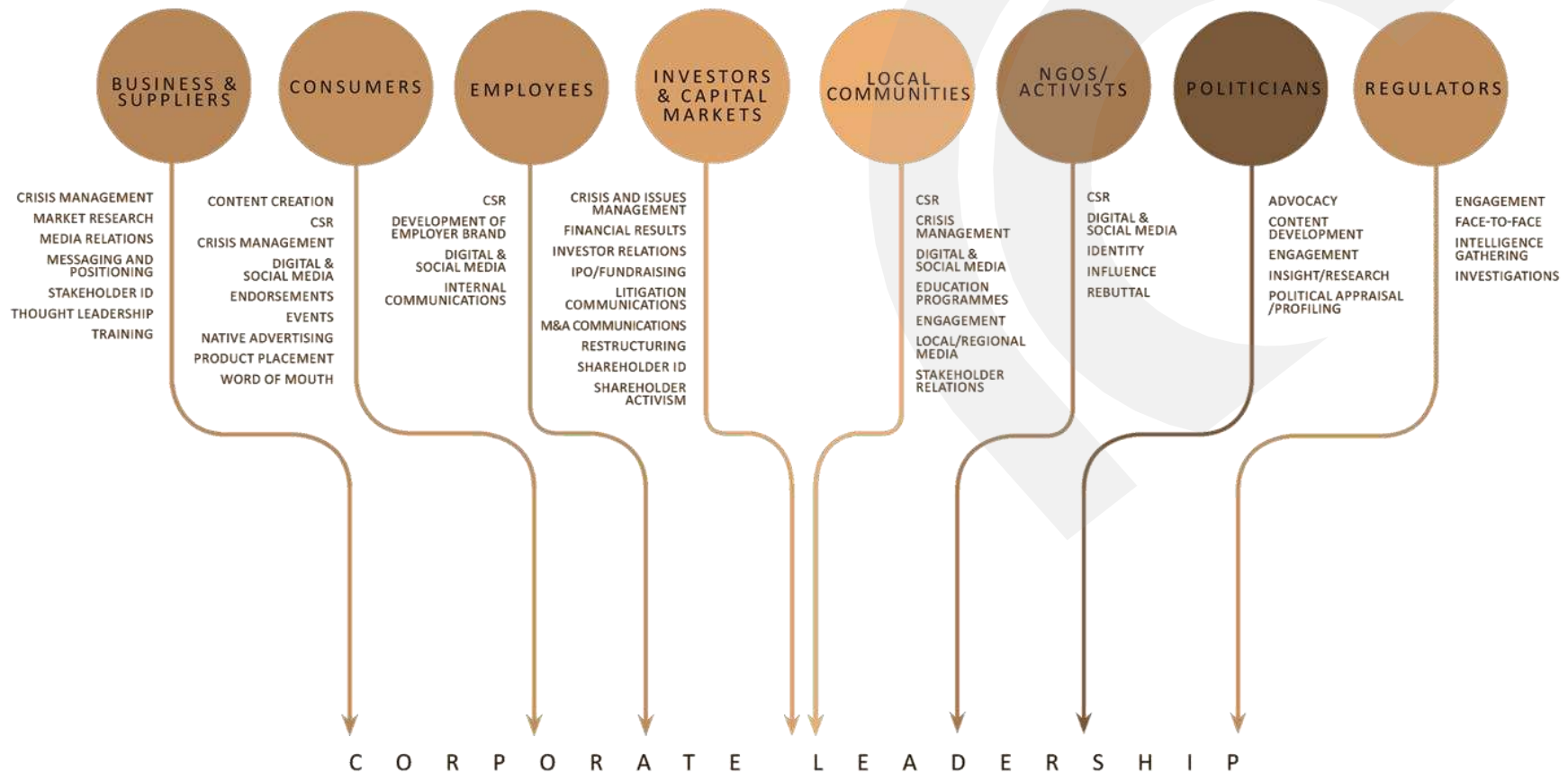
SOCIAL MEDIA

MEDIA RELATIONS

DESIGN AND ADVERTISING

**VIDEO/ BROADCAST
PRODUCTION**

INTEGRATED APPROACH



DIGITAL OVERVIEW



WHAT WE DO

As a full-service digital marketing company, we offer our clients in Dubai, Abu Dhabi, GCC & Internationally a powerful range of digital marketing services.

data-driven digital growth campaigns place your brand in front of your exact audience, resulting in significant increases in website traffic and game-changing conversion rates & profitability.

Social Media Marketing –

Increase brand awareness and drive traffic to the website through paid ads on Facebook, Instagram & YouTube which are targeted to a specific audience to maximise customer interaction & engagement. Provide consistent posts on pages to ensure these are kept up to date and refreshed.

SEO –

target keywords related to main services in order to drive quality traffic to the site and increase number of inbound leads. There should be a focus on locations locally, internationally & GCC. Improve positions of keywords that are already currently ranking on page 1 to maximise brand visibility.

Content Marketing –

Connect with your target audience in a meaningful and personal way through a bespoke content marketing campaign. Blogging, press releases, infographics, videos – you name it, we have it.

Social Media Marketing –

Increase brand awareness and drive traffic to the website through paid ads on Facebook, Instagram & YouTube which are targeted to a specific audience to maximise customer interaction & engagement. Provide consistent posts on pages to ensure these are kept up to date and refreshed.

WHO WE ARE



Experience is everything

- Over 20 years of combined industry knowledge.
- Thousands of successful digital growth campaigns – we know what works!



A global agency with a boutique feel

- Teams in UAE, UK, Poland and Bahrain.
- Heavily resourced with a global network of connections.



Personal touch

- Work with a team of experts dedicated solely to your campaign.
- Unique solutions tailored specifically to your business.



Traffic, lead and sales acquisition experts

- Double your money with measurable digital strategies.
- We drive leads and sales to you, so you don't need to chase them.



Results-driven

- We take the time to understand your goals.
- Regular meetings mean that we refine campaigns, so they continue working for you.



We don't break our promises

- Visible, measurable and trackable results every time.
- We're dedicated to providing a seamless, transparent experience for you from start to finish.

OUR CLIENTS.



merito



وزارة شؤون الرئاسة
MINISTRY OF PRESIDENTIAL AFFAIRS



CROWD.DNA



OUR CLIENTS.



جائزة الشيخ منصور بن زايد
للتميز الزراعي
Sheikh Mansour bin Zayed
Agricultural Excellence Award



النيابة العامة
PUBLIC PROSECUTION



OUR CLIENTS.



Operational model

How do we plan your campaign?



About The Founder





Dr. Habib Bacha

(Founder)

Dr. Habib Bacha, PhD, MBA, is a seasoned media and communications strategist with more than 24 years of international experience across the UAE and Saudi Arabia. Based in Abu Dhabi, UAE, for the past 25 years, he has built a distinguished career advising senior decision-makers and leading strategic communications initiatives across both the public and private sectors.

Dr. Bacha specializes in global media relations, public affairs, corporate communications, strategic branding, crisis management, stakeholder engagement, and reputation management. Throughout his career, he has served as a trusted advisor to CEOs, board members, diplomats, public figures, and government entities, providing strategic counsel during periods of transformation, organizational growth, and high-profile engagements.

As a senior executive, including in his role as Founder and Managing Partner, Dr. Bacha has successfully established, scaled, and led award-winning public relations and communications agencies. His leadership experience spans both consultancy and in-house environments, where he has developed and executed integrated communications strategies, corporate social responsibility (CSR) initiatives, and comprehensive reputation management frameworks.

Combining academic excellence with practical industry leadership, Dr. Bacha holds both a PhD and an MBA, enabling him to bring analytical depth, strategic insight, and business acumen to every engagement. In addition to his advisory work, he serves as a university professor, mentoring the next generation of communications professionals while remaining actively involved in shaping regional and global media strategies.

Team Credo



Silvane Maalouf

Communication Director



Silvane Maalouf is a communications professional with more than 15 years of experience across a broad range of disciplines, including strategic communications, marketing, event management, and brand development. Her diverse expertise enables her to deliver integrated communication solutions that support clients' business objectives and enhance brand visibility.

As Communication Director at Credo Communications, Silvane leads the planning and execution of impactful communications campaigns, ensuring their effective delivery from strategy through implementation. She provides senior-level counsel to clients, combining commercial insight with creative thinking to develop tailored communications strategies that deliver measurable results.

Silvane has built strong relationships with key industry stakeholders, influential commentators, and senior journalists, allowing her to secure meaningful media engagement and strengthen clients' public profiles. She has successfully managed communications for both local and international clients, consistently delivering exceptional outcomes while maintaining the highest standards of client service and satisfaction.

Fluent in Arabic, English, and Turkish, Silvane is well-equipped to manage multicultural communications and engage effectively with diverse audiences across regional and international markets

Antoine Joukhadar

Account Director | Arabic Content



Antoine Joukhadar is a translation, revising, and proofreading expert with over 20 years of experience. He has built a distinguished career delivering high-quality language services to prominent organizations across the Arab region.

Antoine is known for his precision, reliability, and deep linguistic expertise, with a proven ability to produce clear and accurate translations that capture the original intent. He currently works as the Head of Arabic Content at Credo, holding this position since January 2022. Having worked in both Lebanon and Qatar, he brings extensive international experience in fast-paced translation and communications environments.

He is also a skilled Arabic writer with strong English writing abilities, and is proficient in document formatting using Microsoft Word, Excel, PowerPoint, and more.

Antoine holds bachelor's degrees in both Philosophy (2003) and Law (1993) from the Lebanese University in Beirut. He is fluent in Arabic, English, and French, possessing a functional command of Spanish, German, and Greek. Outside of work, he enjoys reading and listening to music.

Sadeq Alfardan

(Arabic-speaking Account Senior Manager)



A leading bi-lingual expert in corporate communications, Sadeq brings over 17 years of unparalleled experience to the team, having formerly led corporate communication practice for multiple clients across the GCC countries. Sadeq's ability to nurture sensitive media and government relationships stem from a wide set of relationships from his native Bahrain to the rest of the Gulf states. His counsel has helped many clients connect with government and private sector partners, positioning themselves as responsible corporate citizens. Key clients include: Royal Commission for Riyadh City (RCRC), Vision Realization Office at the Ministry of Health in Saudi Arabia, Qatar Foundation, Qatar Financial Centre, Qatar Islamic Bank, Qatar Tourism, General Tax Authority in Qatar, CocaCola, among others. He previously worked for blue-chip agencies: Hill+Knowlton, Grayling, PwC, and Ogilvy. Most recently, he served as a communications consultant to an EU-funded project by the European Commission, aiming to strengthen the political and economic relationship between the EU and the GCC countries. Sadeq holds a BSc in Information and Management Science from Žilinská Univerzita in the Slovak Republic. Sadeq speaks Arabic, English and Slovak languages.

Maroun Farah

(Senior Media Relations Consultant)



Maroun Farah is a senior Media Relations Consultant with over two decades of strategic communications experience across the GCC, specializing in healthcare, pharmaceuticals, business, automotive, real estate, and fintech sectors. He brings a strong commercial mindset, helping brands translate complex messages into compelling narratives that drive visibility, credibility, and measurable media impact.

Fluent in Arabic, English, and French, Maroun is recognized for delivering high-performing media strategies, managing integrated communications campaigns, and securing top-tier regional and international coverage. His client portfolio includes leading organizations across healthcare and pharmaceuticals, alongside major real estate developers such as Modon, Prestige, and Azizi, and fintech brands including Fuze and Sarwa, as well as business and automotive industry clients.

A trusted advisor to multinational corporations, government entities, and high-growth companies, Maroun excels in stakeholder management, executive positioning, and complex press operations for large-scale industry platforms and flagship events. His approach combines strategic storytelling with strong media relationships to elevate brand positioning, strengthen reputation, and maximize communications ROI.

He holds a Bachelor's degree in Mass Media from the Lebanese University in Beirut.

Robin Joseph

(Head of Finance & Business Operations)



Robin Joseph is a finance professional with over 12 years of experience in financial management, regional reporting, accounting, audit and financial controls. As Head of Finance at Credo Communications Consultants, he oversees financial operations, reporting and compliance, partnering with senior leadership to support strategic decision-making and sustainable business growth.

Previously, Robin held a key finance role at SEC Newgate Communications, a multinational PR firm, leading financial reporting and control initiatives across 14 offices in Asia, Europe and Africa. His experience includes budgeting, forecasting, financial analysis, ERP implementation and strengthening internal controls and processes.

Robin holds a Master of Commerce in Accounting and Finance from Mahatma Gandhi University. With expertise in financial planning, regulatory compliance and process optimisation, he is committed to enhancing financial performance, strengthening governance and enabling informed business decisions.

CASE STUDIES



CASE STUDY

HCT

Academic/Technology



كليات التقنية العليا
Higher Colleges of Technology

Challenge

As the UAE's largest higher education institution, the Higher Colleges of Technology (HCT) sought to reinforce its leadership in applied education and Emiratisation. However, despite its scale, the institution faced fragmented media relations and a critical gap in reaching the non-Arabic speaking population, limiting its ability to effectively communicate its national impact to the UAE's significant expatriate and business demographic.

Solution

We implemented a proactive "Newsroom Model" to bring structure to internal communication flows and standardized information gathering. Crucially, we established a "Mirror Standard" for content, treating English news origination with equal weight to Arabic. This was supported by a targeted relationship-building campaign with Tier-1 English and business editors to bridge the historical audience gap and leverage high-profile events like GITEX, BRIDGE Summit, and the Dubai Airshow.

Result

In the first two months alone (Oct-Nov), we transformed HCT's media footprint, securing **189 pieces** of coverage with a combined Earned Media Value (EMV) of **over \$1.3 Million**. We successfully unlocked the English-language market with **44 dedicated placements** (approx. **23% of total volume**) in outlets like The National and Gulf News, alongside securing high-profile broadcast interviews for students and academics on Dubai TV and Abu Dhabi TV.



كليات التقنية العليا
Higher Colleges of Technology



Coverage across national, Arabic and English press



Over 190+ articles published per month



2 embedded full time employees



Broadcast coverage Dubai TV, Abu Dhabi TV

CASE STUDY

Sheikh Mansour bin Zayed
Agricultural Excellence Award

Agricultural

Social Media



Instagram

Log In Sign Up



smaee_award

Follow

Message

295 posts

2,031 followers

32 following

جائزة الشيخ منصور بن زايد للتميز الزراعي

Non-Governmental Organization (NGO)

جائزة الشيخ منصور بن زايد للتميز الزراعي
الدورة الثانية

مزارع ومربي مبتكر برؤية مستدامة
linktr.ee/smaee_award



أفضل الأوزان



الأخبار



المؤثرين



القنات الزراعية



ADAFSW



الورش والتدوات



قيمة الجائزة

POSTS

REELS

TAGGED



Home

Explore

Notifications

Messages

Lists

Bookmarks

Communities

Premium

Profile

More

Post



جائزة الشيخ منصور بن زايد للتميز الزراعي

167 posts



جائزة الشيخ منصور
للتميز الزراعي



Follow

جائزة الشيخ منصور بن زايد للتميز الزراعي

@SMAE_Award

تهدف الجائزة لتحفيز القطاع الزراعي، ودعم توجيحات دولة الإمارات العربية المتحدة والهيئة في تطوير منظومة الأمن الغذائي وتحقيق الاستدامة الزراعية

Translate bio

Non-Governmental & Nonprofit Organization United Arab of Emiritus
smaee.ae Joined December 2022

5 Following 123 Followers

Not followed by anyone you've following

Posts

Replies

Media

Likes

TikTok

For You

Following

Explore

LIVE

Profile

Log in to follow creators,
like videos, and view
comments.

Log in

Create effects

About Newsroom Contact Us
TikTok for Good About Us
TikTok Life Center Network
Download Transparency
TikTok Awards TikTok Details
Help Safety Terms Privacy



smaee_award

SMAE Award

Follow

0 Following 5652 Followers 8105 Likes

جائزة الشيخ منصور بن زايد للتميز الزراعي

الزراعة ومربي مبتكر برؤية مستدامة

Linktr.ee/smaee_award

Videos Liked



مربي من مزارع أفضل مزارع المزارع



مربي من مزارع أفضل مزارع المزارع



مربي من مزارع أفضل مزارع المزارع

CASE STUDY

World Urban Forum (WUF10)

GOVERNMENT

YEAR: 2019/2020

ASSIGNED TEAM MEMBERS: 7



AWARENESS| CONTENT CREATION| KEY MESSAGES| MEDIA RELATIONS | BRANDING

OBJECTIVE

The Tenth Session of the World Urban Forum (WUF 10) was held in February 2020 in Abu Dhabi, United Arab Emirates. This was the first time that an Arab country will host the world's most important conference on cities and human Settlements.

Agency task was to Generate awareness, stimulate interest in attracting Exhibitors and Visitors and international media to the event.

MARKET: GLOBAL

MEDIA OFFICE MANAGEMENT

MEDIA REGISTRATIONS

VENUE BRANDING

THE SOLUTION

1. We carried out year-long communications campaign alongside (DMT) Abu Dhabi's Department for Municipalities and Transport and UN-Habitat
2. Developed an integrated campaign to increase awareness and reach key stakeholders
3. We led on the organisation and communications of the Pan-Arab Urban Development Symposium (PAUDS), proposed, organized then profiled as a pivotal communication platform.
4. Handled the media office for the local, regional and international press



+15,000

people attended the Forum,

**Abu Dhabi
TV**

Broadcast Live studio

+700

articles published per year



EVENTS & BRANDING

CASE STUDY

GOVERNMENT

YEAR: 2017/2020

ASSIGNED TEAM MEMBERS: 4

EMBASSY OF THE
UNITED ARAB EMIRATES
BEIJING



سفارة
الإمارات العربية المتحدة
بكين

STRATEGIC COMMUNICATION S ADVISORY | AWARENESS | CONTENT CREATION | KEY
MESSAGES | MEDIA RELATIONS

OBJECTIVE

We were appointed to support UAE embassy to China in promoting the UAE engagement in the “belt and road initiative”

We have been appointed since 2017 to support the UAE embassy to China in its communications requirements

MARKET:
LOCAL/INTERNATIONAL

STRATEGIC ADVICE

AWARENESS

MEDIA RELATIONS

EVENTS

THE SOLUTION

We worked on building the profile the UAE embassy to China in its communications requirements among existing and potential investors.

We helped in developing the key message house for the UAE embassy to China in coordination with MOFA.

We utilized a visit from Chinese President Xi Jinping to the UAE in July to develop and drive forward a comprehensive communications strategy for the UAE

Embassy to China.

Widespread international coverage successfully outlined details and key messages of the ‘comprehensive strategic partnership’ announced during Xi Jinping’s visit

This work assisted in boosting bilateral relationships between the two countries and their respective business communities, during a visit in which 14 MoUs

and agreements were signed between the UAE and China.



Over 500+ articles published per year



Coverage across national, and International



Broadcast coverage with Abu Dhabi TV, Dubai TV,
WAM & Emarat TV & Abu Dhabi Radio

CASE STUDY

Department of Municipalities and Transport

Government

YEAR: 2018-20

ASSIGNED TEAM MEMBERS: 5

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES
AND TRANSPORT



Advertising Campaign | Posters | Leaflets | E-banners
| E-mailers | CSR Initiative

OBJECTIVE

We were appointed to implement an integrated communication strategy at a local and international level.

In order to raise the profile of the department's successes, we activated a communications strategy for the whole of DMT.

MARKET:
LOCAL & INTERNATIONAL

AWARENESS

MEDIA RELATIONS

EVENTS

THE SOLUTION

Developing key messaging tailored to each country in the GCC region

Strategic planning to ensure multiple pieces of coverage in key publications including Gulf Today, The National and Middle East Business

Organizing attendance at key events including Cityscape Global, the largest and most influential real estate investment and development events, and providing access to networking opportunities and educational sessions



Over 300+ articles published per year



Coverage across national, regional and trade press



Broadcast coverage with Abu Dhabi TV

CASE STUDY

Central Bank of the UAE



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

Strategic advice | Media Relations | Content Management | Social Media
Management | Embedded Team

Government

YEAR: 2018-20

ASSIGNED TEAM MEMBERS-7

OBJECTIVE

We were hired at the beginning of 2018 to support the newly appointed Head of Communications build a best-in-class communications function at the UAE Central Bank.

Prior to this appointment the bank did not have a comms function or any comms personnel.

MARKET: LOCAL

STRATEGY

MEDIA RELATIONS

CONTENT DEVELOPMENT

EMBEDDED SUPPORT

THE SOLUTION

To service this account we have two full time staff embedded at the bank who coordinated with our team in both UAE and London who provide the full suite of press office functions and strategic advice.

Develop a 3 year communications strategy for CBUAE with a 3 year long communications plan to create a regular flow of news, delivering the key messages.

Creation and setting of all internal and external communications policies, strategy, plans, content and collaterals creation, and a wide range of tactical execution.



Coverage across national, regional and International

Over 500+ articles published per year



Embedded 2 full time employees



Broadcast coverage with Abu Dhabi TV

CASE STUDY

The Higher Corporation for Specialised
Economic Zones (ZonesCorp)



المؤسسة العليا للمناطق الاقتصادية المتخصصة
HIGHER CORPORATION FOR SPECIALIZED ECONOMIC ZONES

Strategic advice | Media Relations | Content Management | Social Media
Management | Embedded Team

Government

YEAR: 2018-20

ASSIGNED TEAM MEMBERS:-4

OBJECTIVE

We were appointed to support ZonesCorp comms team in developing the communications strategy and key messages

We have been working with ZonesCorp on a retainer basis from 2013 - 2018

MARKET: LOCAL

AWARENESS

MEDIA RELATIONS

EVENTS

THE SOLUTION

We provided communications and media relations support to help build the profile of ZonesCorp among potential investors. we also handled a number of high profile trade fairs, trade missions and conferences on behalf of the client.

Hannover Messe (the worlds largest Industrial exhibition) – was a major event for ZonesCorp leading a delegation of 19 companies to the exhibition. Our task was to ensure a high level of visibility for ZonesCorp and its partners in the UAE and local media prior to and throughout the fair, covering any deals that were signed, leading investment forums and moderating panel discussions.



Over 250+ articles published per year



Coverage across national, regional and International



Broadcast coverage with Abu Dhabi TV & WAM

CASE STUDY

MEDIA BUYING:

B2B EXHIBITION
GOVERNMENT ENTITY

WETEX

OBJECTIVE

WETEX is one of the largest Exhibition in Middle East in Water, Energy, Technology and Environment sectors. Agency task was to Generate awareness, stimulate interest in B2B segments, attract Exhibitors and Visitors by betting registrations target by 10%.

TARGET SEGMENT

Water, Electricity, Technology Professionals
Business Owners
Government Officials
International Investors

MARKET: GLOBAL

VISITORS REGISTRATIONS

SEMINARS ATTENDEES

COST RATIONALIZATION



THE SOLUTION

1. Agency acquired the account after 10 years of activity with stagnant growth of visitors and had to focus on cost optimization and lead generation.
2. Performance approach on Digital: Search, Retargeting, B2B Social Media and Programmatic brought 60% of Online Registrations with a 15% Conversion Rate and 33% reduction in Cost per Acquisition in 3 months.
3. Special Executions: a) Created a special segment on Dubai Eye in the morning business breakfast segment in addition to promos, live reads, special features and live broadcast from the exhibition. b) Belly bands on Al Bayan & Khaleej Times & Website Takeovers on Digital.

+19%

year on year growth of REGISTRATION

+20%

YOY GROWTH IN SEMINAR
ATTENDANCE

+80%

increase in media buying efficiency through
MARKETS optimization

CASE STUDY

MEDIA BUYING:

B2B INVESTING
FREE TRADE ZONE



OBJECTIVE

Abu Dhabi Free Trade Zone is part of Abu Dhabi Ports and aims to attract local and foreign investment. Agency task was to generate B2B International Leads in Automotive, Logistics, Engineering, Food Processing, Pharma, Polymers.

TARGET SEGMENT

Industry Professionals in Automotive, Logistics, Engineering, Food Processing, Pharma, Polymers.

MARKET: GLOBAL

VISITORS REGISTRATIONS

SEMINARS ATTENDEES

COST RATIONALIZATION



THE SOLUTION

1. Agency to identify and provide valuable hot leads ready to invest in the Free Trade Zone from the global markets.
2. Local presence in strategic Outdoor areas to attract potential investors' attention. CNN Asia, CNBC, Al Arabiya channels to cover regional and international audience in business shows.
3. Push Strategy in GCC, India, Pakistan, China through national business publishers, programmatic audience targeting, contextual targeting and EDM. Pull Strategy at a global level with SEM and SEO with functional brand lift of 160%. Landing Pages Language Localization to maximize the lead generation process.

13X ROI

For one additional dirham spent in advertising, there was a revenue of 12 dirham.

3.5KM²

Delivered space occupied by investors

+50%

increase in media buying efficiency through MARKETS optimization

CASE STUDY

Department of Health

GOVERNMENT

YEAR: 2019/2020

ASSIGNED TEAM MEMBERS: 5



Digital Banners | Digital Videos | Venue Branding | Press & Belly Band
| E-mailers

OBJECTIVE

The team worked with department of health to develop a campaign for the Future of Health Care

MARKET: LOCAL

AWARENESS

COMMUNITY ENGAGEMENTS

BRANDING

THE SOLUTION

1. The team developed an integrated brand Concept, The concept of 'Future of Healthcare' is about merging traditional human role in healthcare with Artificial Intelligence role and both working as one unit
2. The main message was "Pioneering Digital Health" and the concept was adapted to different mediums .





BRAND DEVELOPMENT



CASE STUDY

Aabar Properties

Real Estate

YEAR: 2018
ASSIGNED TEAM
MEMBERS: 5



Brand development | Advertising | Website design | PowerPoint | Literature creation | Infographics
| Stand Design & Branding

OBJECTIVE

The team was appointed by Aabar Properties to develop a brand -new identity for a new residential project

MARKET: LOCAL

AWARENESS

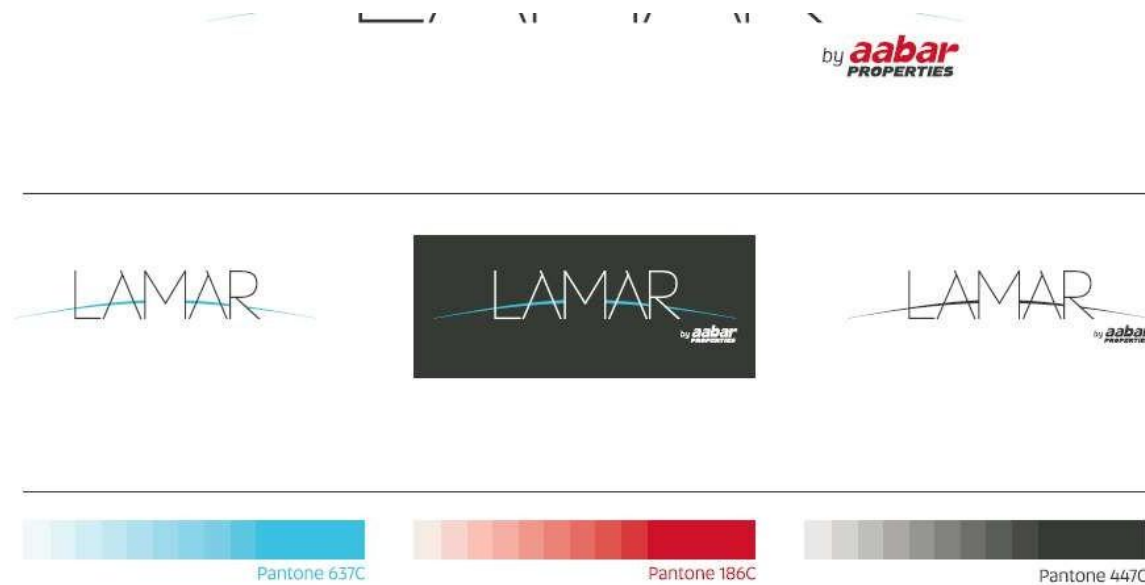
COMMUNITY ENGAGEMENTS

BRANDING

THE SOLUTION

1. The team proposed the brand name for the residential unit and developed the brand identity as well as the launch campaign and handled the website look & Feel.
2. In addition the project was launched during cityscape, with a teaser & reveal campaign. NG delivered all the BTL collaterals for LAMAR.





LOGO & STATIONERY



A new waterfront Address , Make it Yours!



LAUNCH AD

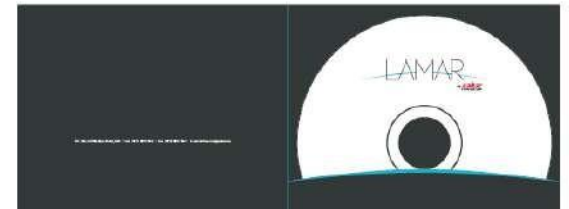
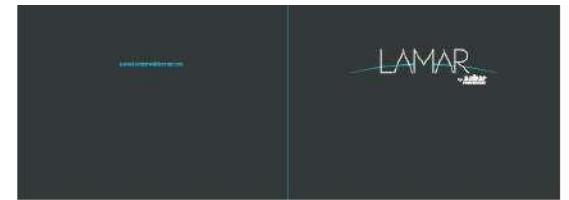
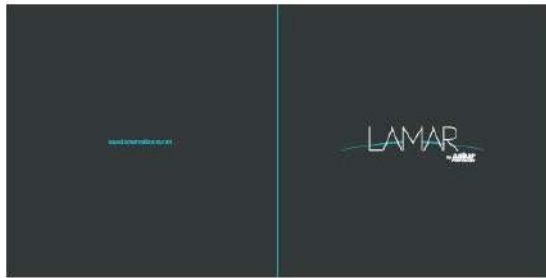


LAMAR... not a luxury hotel, it's your home

Step into a world of extraordinary views by sea and relax at the best address the tranquil waterfront of Al Qasr. Architectural gem in the heart of the city, Lamar offers a perfect blend of modern luxury and traditional Arabian charm. Experience the best of both worlds. For more information, please visit lamar.aediproperties.com or call us at 77332277. Or to find out more.

LAMAR

by aediproperties



Project Advantages

- Exclusive landscaping and amenities around the building and parking 1 separate area between the 2 towers
- Swimming pool, gymnasium and clubhouse
- Children's play area with professional landscaping and security
- Exclusive garden parking with access to the swimming pool
- Community facilities include a multipurpose hall
- Secure residential premises with access to each tower
- 1 tower of 100 and 750 units for the project

مميزات المشروع

- تطوير خاص بموقع الخليج العقاري في منطقة الخليج
- تطوير خاص بموقع الخليج العقاري في منطقة الخليج
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- تطوير خاص بموقع الخليج العقاري في منطقة الخليج
- تطوير خاص بموقع الخليج العقاري في منطقة الخليج

TOWER - C			
Unit No.	Area (sq. ft.)	Price (AED)	Remarks
1001	1,200	1,200,000	1001
1002	1,200	1,200,000	1002
1003	1,200	1,200,000	1003
1004	1,200	1,200,000	1004
1005	1,200	1,200,000	1005
1006	1,200	1,200,000	1006
1007	1,200	1,200,000	1007
1008	1,200	1,200,000	1008
1009	1,200	1,200,000	1009
1010	1,200	1,200,000	1010
1011	1,200	1,200,000	1011
1012	1,200	1,200,000	1012
1013	1,200	1,200,000	1013
1014	1,200	1,200,000	1014
1015	1,200	1,200,000	1015
1016	1,200	1,200,000	1016
1017	1,200	1,200,000	1017
1018	1,200	1,200,000	1018
1019	1,200	1,200,000	1019
1020	1,200	1,200,000	1020
1021	1,200	1,200,000	1021
1022	1,200	1,200,000	1022
1023	1,200	1,200,000	1023
1024	1,200	1,200,000	1024
1025	1,200	1,200,000	1025
1026	1,200	1,200,000	1026
1027	1,200	1,200,000	1027
1028	1,200	1,200,000	1028
1029	1,200	1,200,000	1029
1030	1,200	1,200,000	1030
1031	1,200	1,200,000	1031
1032	1,200	1,200,000	1032
1033	1,200	1,200,000	1033
1034	1,200	1,200,000	1034
1035	1,200	1,200,000	1035
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1193	1,200	1,200,000	1193
1194	1,200	1,200,000	1194
1195	1,200	1,200,000	1195
1196	1,200	1,200,000	1196
1197	1,200	1,200,000	1197
1198	1,200	1,200,000	1198
1199	1,200	1,200,000	1199
1200	1,200	1,200,000	1200

CASE STUDY

Abu Dhabi Finance

Financial

YEAR: 2018

ASSIGNED TEAM MEMBERS: 5



Advertising Campaign | Posters | Leaflets | E-banners
| E-mailers | CSR Initiative

OBJECTIVE

The team was appointed by ADF to develop a CSR Campaign for a blood donation campaign for its employees and the people in Al Dar building

MARKET: LOCAL

AWARENESS

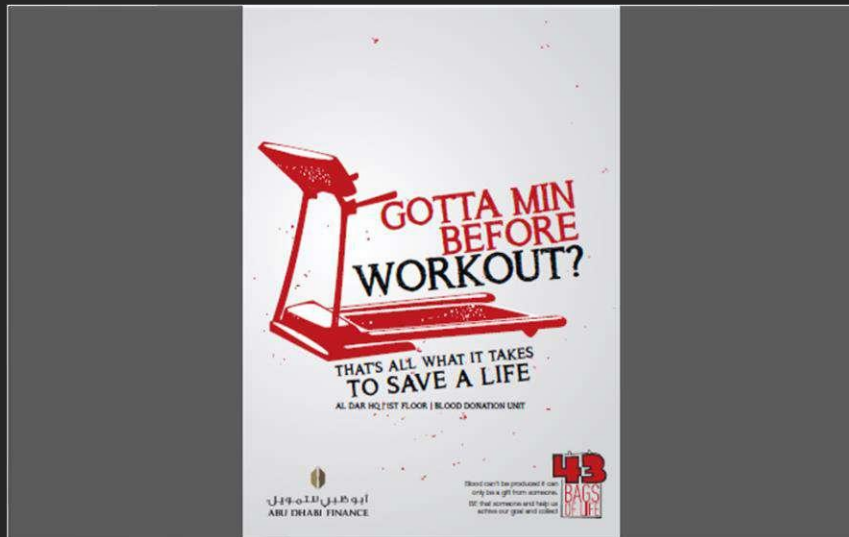
COMMUNITY ENGAGEMENTS

BRANDING

THE SOLUTION

- We developed an Innovated brand Concept that was to link the blood donation with the 43rd National Day and thus collect 43 bags of blood. The concept was adapted to different mediums and the message was “take a break” and save a life by donating blood.
- ADF has been using the same concept for the past 5 years







CASE
STUDY

EVENTS



Abu Dhabi International Jewellery & Watch Exhibition (ADIJEX)

Overview & Importance

ADIJEX is one of the region's most prestigious luxury trade platforms, bringing together the finest jewellery and watch brands from across the globe. The exhibition plays a pivotal role in the luxury industry, connecting international designers, manufacturers, and buyers in the heart of Abu Dhabi.

My Role as Event/Project Manager

Served as Event/Project Manager, overseeing end-to-end planning and execution — from exhibitor coordination and floor management to VIP protocol, logistics, and on-site operations — ensuring a seamless, world-class experience for all stakeholders.

Key Achievements & Impact

Successfully delivered a premium exhibition environment that elevated the profile of participating luxury brands, attracted high-net-worth visitors, and reinforced Abu Dhabi's standing as a global hub for the luxury jewellery and watch industry.

Luxury Industry
International jewellery & watch brands

Visitor Engagement
High-net-worth visitors & trade buyers

Premium Execution
World-class event delivery & VIP protocol



Abu Dhabi International Motor Show (ADIMS)

Event Overview

ADIMS is one of the most anticipated automotive events in the Middle East, showcasing the latest in automotive innovation, concept cars, and cutting-edge technology from the world's leading manufacturers. The show attracts industry professionals, media, and automotive enthusiasts from across the region and beyond.

Automotive Innovation

The exhibition serves as a premier platform for global car brands to unveil new models, demonstrate technological advancements, and engage with a discerning regional audience — reinforcing Abu Dhabi's position as a destination for world-class automotive events.

My Role

Contributed as a key member of the event management team, coordinating exhibitor requirements, managing logistics, supporting car launch activations, and ensuring smooth on-site operations throughout the duration of the show.

Car Launches

Global brand new model unveilings

Automotive Innovation

Cutting-edge technology showcases

Regional Reach

Industry professionals & media attendance



ALUMINIUM MIDDLE EAST

ALUMEX Dubai

History of ALUMEX

ALUMEX is a distinguished international exhibition dedicated to the aluminium and metallurgy industries, bringing together manufacturers, suppliers, and industry professionals to explore the latest innovations, technologies, and market trends shaping the global aluminium sector.

Importance to the Industry

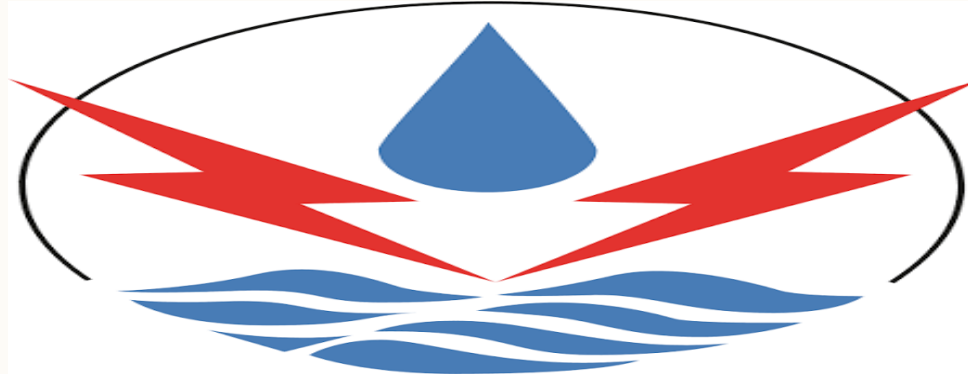
The exhibition serves as a critical business platform for the aluminium and metallurgy industries, facilitating trade connections, knowledge exchange, and commercial partnerships across the entire value chain — from raw materials to finished products.

My Role as Project Manager

Served as Project Manager, responsible for the comprehensive planning and delivery of the exhibition — including exhibitor management, floor plan coordination, contractor oversight, logistics, and on-site operations — ensuring the event met the highest professional standards.

Industry Facts

The global aluminium industry is a cornerstone of modern manufacturing, with applications spanning construction, automotive, aerospace, and packaging. ALUMEX Dubai positioned itself as a key regional gateway for international industry players seeking access to the Middle East market.



Qatar Water & Electricity Technology Exhibition (QWETEX)

Event Overview

QWETEX is Qatar's premier platform for water and electricity technology, bringing together global innovators, government entities, and industry leaders to showcase the latest advancements in water management, energy generation, and sustainable infrastructure solutions.

Water & Energy Technology

The exhibition highlights cutting-edge technologies addressing the region's critical water and energy challenges, featuring solutions in desalination, smart grid systems, renewable energy, and water conservation — aligned with Qatar's national vision for sustainable development.

My Role

Contributed to the planning and execution of the exhibition, supporting exhibitor coordination, logistics management, and on-site operations to ensure a professional and impactful event experience for all participants and visitors.

Water Technology

Desalination & water conservation solutions

Energy Innovation

Smart grid & renewable energy systems

Government Alignment

Qatar national vision for sustainability



Asian Financial Forum (AFF)

Forum Overview

The Asian Financial Forum (AFF) is one of Asia's most prestigious financial gatherings, organized by the Hong Kong Trade Development Council (HKTDC). It convenes global financial leaders, policymakers, investors, and innovators to discuss the future of finance, investment trends, and economic development across Asia and beyond.

My Contribution as Organizing Team Member

Served as a member of the organizing team, supporting the coordination of speakers, delegates, and program logistics — contributing to the seamless delivery of a high-profile international forum attended by thousands of global participants.

Key Themes

- **FinTech**
Financial technology innovation & digital transformation
- **ESG**
Environmental, Social & Governance frameworks
- **Green Finance**
Sustainable investment & climate finance



Belt and Road Summit

Event Overview

The Belt and Road Summit is a flagship international event organized by the HKTDC in partnership with the Hong Kong Government, bringing together global leaders, investors, and policymakers to advance international cooperation under China's Belt and Road Initiative — one of the world's most ambitious infrastructure and investment programs.

Key Focus Areas

The summit addresses critical themes including international cooperation, infrastructure development, cross-border investment, and trade facilitation — connecting governments, financial institutions, and businesses across Asia, Europe, Africa, and the Middle East.

My Contribution

Contributed as part of the organizing team, supporting program coordination, delegate management, and on-site operations — helping to deliver a world-class summit that attracted senior government officials, ministers, and top-tier business leaders from across the globe.

International Cooperation

Infrastructure

Investment

Trade



Aviation Conference 亞洲物流航運及空運會議

Asian Logistics, Maritime & Aviation Conference (ALMAC)

Conference Overview

ALMAC is a premier international conference organized by the HKTDC, positioning Hong Kong as a global hub for logistics, maritime, and aviation industries. The conference brings together industry leaders, government officials, and innovators to address the evolving challenges and opportunities in global supply chains and transportation networks.

My Contribution

Contributed as part of the organizing team, supporting speaker coordination, delegate registration, program logistics, and on-site operations — ensuring the seamless delivery of a high-caliber international conference that reinforced Hong Kong's strategic role in global trade and connectivity.

Key Themes

01

Supply Chain

Global supply chain resilience & innovation

02

Aviation

Air cargo & passenger connectivity

03

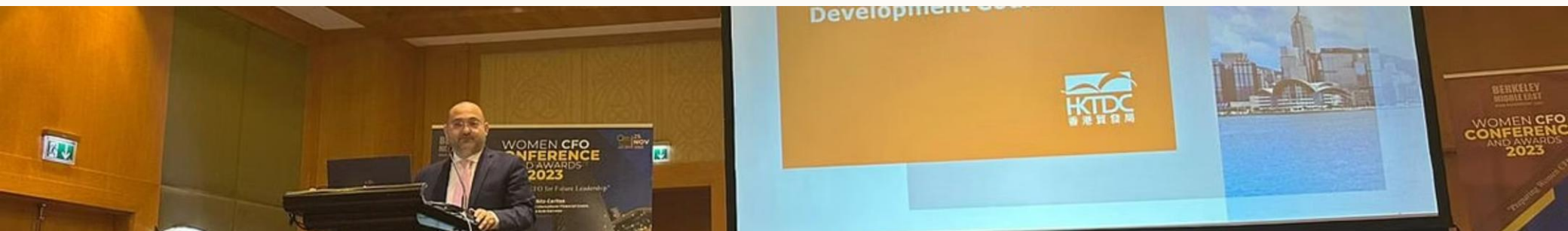
Maritime

Shipping, ports & maritime technology

04

Logistics

Smart logistics & last-mile delivery



Hong Kong – The Common Law Gateway for UAE Businesses to China and Beyond

Forum Overview

This high-level forum was organized in partnership between the Hong Kong Department of Justice and the Hong Kong Trade Development Council (HKTDC), bringing together legal professionals, government officials, and business leaders to explore Hong Kong's unique role as a common law gateway facilitating cross-border investment and legal cooperation between the UAE, China, and international markets.

Legal Cooperation & Cross-Border Investment

The forum highlighted Hong Kong's distinct legal framework as a bridge between common law jurisdictions and mainland China's legal system — offering UAE businesses a trusted, internationally recognized platform for structuring investments, resolving disputes, and accessing the vast Chinese market.

Government Officials

The event featured participation from senior government officials from the Hong Kong Department of Justice, HKTDC leadership, UAE government representatives, and prominent legal and business figures — underscoring the strategic importance of the UAE–Hong Kong legal and commercial relationship.



UAE–Hong Kong Business Forum & HKSAR Chief Executive Delegation (2024)

UAE–Hong Kong Business Forum

The UAE–Hong Kong Business Forum brought together senior government representatives, business leaders, and investors from both sides to explore bilateral trade opportunities, investment partnerships, and economic cooperation — reinforcing the growing strategic relationship between the UAE and Hong Kong.

HKSAR Chief Executive Delegation to UAE & Saudi Arabia (2024)

A landmark high-level government delegation led by the Chief Executive of Hong Kong, accompanied by ministers and senior business leaders, visited the UAE and Saudi Arabia in 2024. The delegation included a press conference, Business Forum, and Gala Dinner — addressing key themes of Smart Cities, Technology, and Sustainability.

Delegation Highlights



Press Conference



Business Forum



Gala Dinner



Smart Cities, Technology & Sustainability

Global Experience

Projects spanning UAE · Saudi Arabia · Qatar · Hong Kong · China · Africa

20+ years of experience

International exposure

Government event expertise

Strategic communications

End-to-end event delivery

Regional and international network

High-profile stakeholder management

Cross-border trade promotion

THANK YOU

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