

# UAE

OPPORTUNITY (BUSINESS) TRIP BY EWA

18-23 JANUARY 2022

*JOIN THE MAKING OF A  
NEW WORLD*



EUROPEAN WOMEN'S ASSOCIATION

BUILDING BUSINESS BRIDGES INTERNATIONALLY



# Get Inspired by our Trip

*Immerse in our inspirational trip to DUBAI, Sharjah and Abu Dhabi!  
Get the feel of the cities of innovation, rich culture and entrepreneurship  
that will inspire you, uplifting you to the next level!*

*Enjoy with the EWA team the breathtaking white sand beaches and  
beautiful mosques.*

*Be surrounded by the state-of-the-art architecture and witness history  
come to life.*

*During this trip we:*

- meet successful Emirati businesswomen*
- learn more about the Emirati culture*
- explore potential collaboration and business opportunities*

# EXPO 2020 DUBAI

That's what we've been waiting for! EWA's DUBAI trip is on! The first day will be magical!

We will start with **Dubai Expo 2020**, the greatest showcase of human brilliance and achievement. The complex has pavilions of 192 countries around the globe.

Being divided into the districts dedicated to Sustainability, Mobility, and Opportunity, this huge complex demonstrates advanced technologies and limitless connections in action.



Witness a wide range of activities in every corner and be mesmerized by amazing shows.



Address: Expo Road, Dubai South  
Jebel Ali, Dubai, United Arab Emirates

BUILDING BUSINESS BRIDGES INTERNATIONALLY



In January 2022 we host, in collaboration with the Swedish Energy Agency, the Global Cleantech Summit at the World Exhibition in Dubai. Sweden is investing heavily into the World Exhibition in Dubai and is planning for an impressive and inspiring pavilion at the Sustainability part of the Expo.

The week starting with January 17th has been named the “Innovation Week” and the Swedish Energy Agency has invested in one day, January 20th in the pavilion that will focus on Cleantech Innovation and Investments.



The purpose is to contribute to an increased global flow of capital directed towards cleantech innovation, to mobilize institutional investors, to narrow the gap between infrastructure and tech, to mobilize more female investors to the sector and to contribute to the development of impact investing practices. The purpose is also to showcase some of the world’s most exciting high impact solutions.

The idea is to host a meeting of global actors within sustainable financing with a focus on institutional and private investors from the Middle East, Europe, North America and Asia.

The goal is to have about 100 international investors. The total number of attendants will be about 200.



ORGANIZER



SUPPORTING PARTNER



# PANEL SESSION EXPO 2020

We all have the power to build a better world and shape the future. Discover what makes Expo 2020 Dubai unique and how we're 'Connecting Minds and Creating the Future' through sustainability, mobility and opportunity.

## Participants

Explore the power of connections in shaping our world. From organisations to 192 participating nations, you'll be engulfed in unique architecture, culture and inspiring innovations.

## Country Pavilions

For the first time in World Expo history, every participating country will have its own pavilion. Enjoy immersive cultural experiences and discover what makes each country unique as you explore hundreds of pavilions.

## Expo Talks

Be part of an exchange of inspiring new perspectives that tackle the challenges of our time. We'll be hosting a series of talks and discussion on topics ranging from space to biodiversity.



In partnership with Creative Women, Women's Council Dubai and European Women's association, we invite you to attend provoking thought conversations with Female Global leaders during an interactive Panel Discussion at one of the EXPO's 2020 Pavillions.



BUILDING BUSINESS BRIDGES INTERNATIONALLY

# DISCOVERING DUBAI



We will visit **Old Dubai** - walk around the maze-like streets of Bastakiya, be a guest in Dubai houses and be treated to Arabic coffee and dates, cruise on the Dubai Creek on the traditional boat Abra, do an atmospheric shopping in Gold and Spice Souk where you'll discover the heaviest finger ring made of 63 kilos gold and many other majestic golden accessories.



BUILDING BUSINESS BRIDGES INTERNATIONALLY

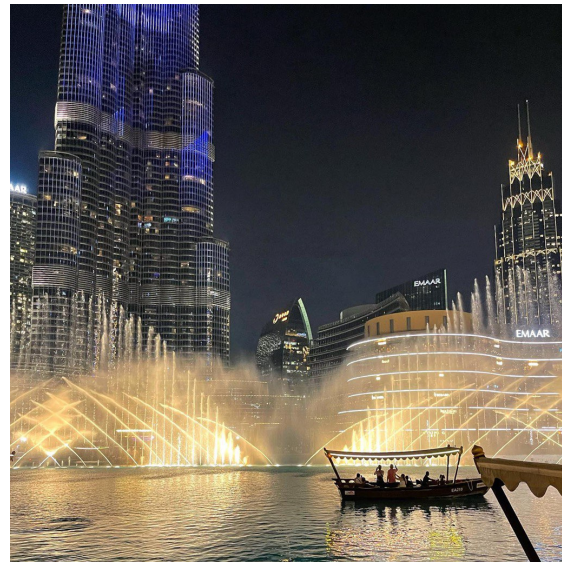
# DISCOVERING DUBAI



Visit **Souk Madinat Jumeirah** and discover the icon of Dubai – **Burj Al Arab**. This stunning hotel was built on a man-made island and attracts many tourists.



Dive into the atmosphere of **Dubai's Palm Jumeirah** enjoying the picturesque performance of the **Palm Fountain** — the world's largest fountain. Make lovely snaps at **The Pointe** overlooking the famous luxurious hotel **Atlantis the Palm**.



Witness Dubai dancing fountain show at the incredible **Dubai Mall**. Its size and the number of shops, restaurants and means of entertainment is astonishing and can leave nobody indifferent.



# DESERT PHOTOSHOOT



EUROPEAN WOMEN'S ASSOCIATION

If you'd like to have a unique memory of this trip, start your day early in the morning with a fascinating **desert photoshoot**. Channel your feminine side to fully express yourself and empower your self-awareness via this experience.



BUILDING BUSINESS BRIDGES INTERNATIONALLY



# DUBAI INTERNATIONAL FINANCIAL CENTRE



Let's return to business mode!

Meeting with H.E Abdulla Al Saleh, Undersecretary of the Ministry of Economy at **DIFC Central Park Towers**, making a special emphasis on the fundamentals of mentorship, promotion, dialogue, investment.

Let us discuss different aspects related to economic empowerment, gender balance, investment and collaboration opportunities.



# SCALEUP WORKSHOP

Explore business opportunities during a practical workshop with our Partner Bizzmosis.

Hear the real stories of success and challenges, running your business in UAE.



Bizzmosis is the UAE's leading expert in Government Affairs, which adds unique value to their array of business services.

Bizzmosis has a strong client list ranging from new startups to global multinationals, for which their team has designed and delivered excellence in a range of tailored solutions from registrations and setups to permits and approvals.



BUILDING BUSINESS BRIDGES INTERNATIONALLY

# DUBAI FRAME AND MARINA DHOW CRUISE

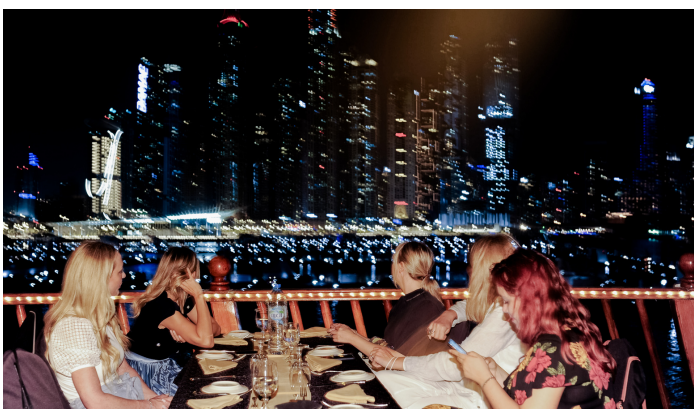


Take your time to follow up on your matchmaking sessions and in your free time, stop at the **World's Largest Picture Frame**. Just imagine, it's golden hour and you go up the 150-meter-high frame to contemplate views out to the old city to the north and the modern skyscrapers of Sheikh Zayed Road toward the south.



The day will come to a wonderful leisurely end with a **Marina Dhow Cruise Dinner**.

Music, brilliant lighting of the towers, and unique free-spirited atmosphere.



# HOUSE OF WISDOM



A unique day, touching the world of innovation, technology, creativity, and endless opportunities in UAE.

Our EWA team will head to **House of Wisdom** located in **Sharjah** — a celebration of this emirate's nomination as the World Book Capital for the year 2019 by UNESCO. The complex contains a huge physical and digital library, suspended pod spaces, a book espresso machine, a children's educational area and what not!

Have a personal meeting with Mr. Mohammed Al Musharrah, CEO of Sharjah FDI Office. Their vision consists of inspiring businesses and facilitating investment opportunities. **Invest in Sharjah's** services are dedicated to supporting female investors and female-led businesses, which makes the emirate an exceptional destination for women empowerment across various economic and social fields.



# SHARJAH RESEARCH TECHNOLOGY & INNOVATION PARK

Enter the world of **Sharjah Research Technology & Innovation park**. Its main principles are creativity, interactivity, modularity, thinking, design, innovation, experience.



SRTIP aims to develop and manage an innovation ecosystem that supports enterprise activities and the triple helix collaboration of industry, government and academia.

The park will focus on 6 research areas vital to Sharjah, UAE and the Region which will lead Sharjah to act as the region's role model for establishing a knowledge economy:



WATER MANAGEMENT  
RENEWABLE ENERGY  
ENVIRONMENTAL TECHNOLOGY  
TRANSPORT & LOGISTICS  
DIGITALIZATION  
SMART MANUFACTURING



BUILDING BUSINESS BRIDGES INTERNATIONALLY

# DINNER IN THE DESERT



Let's bring business networking to the next level, exploring investment opportunities with the management of Sharjah Invest during an exquisite dinner at the Mysk Al Badayer Retreat \*\*\*\*\*.  
Reaching collaboration is key.



Imagine a caravanserai along the Silk Road. Mysk Al Badayer is a picturesque desert stop amidst the sweeping dunes of central Sharjah, comprising of tented and traditional home accommodation. Feel the attentive welcome evocative of an Emirati home.

Mesmerizing sunrise and sunsets over the endless dunes. Immerse in living the life of travellers from times immemorial. A plethora of experiences to indulge in. Many handcrafted dining options. Private spa rooms. A large family pool. An amphitheatre.

You may never want to leave. A great vacation getaway where you will carry back authentic cultural riches.

BUILDING BUSINESS BRIDGES INTERNATIONALLY

# ADGM



Our final day in the UAE will begin with a drive to its capital **Abu Dhabi**.

Compared to Dubai, this city seems so calm and peaceful, with its wide streets and tree lined roads. We enjoyed the surroundings: passed by the prominent landmarks and dazzling skyscrapers like sensitive twin towers representing a far-reaching phenomenon of sustainable engineering.

Our first stop in the city will be at **Abu Dhabi Global Market** where we had a meeting with the HUB 71 Founders. Miriam Kiwan, Mercedes Vela Monserrate and Rania Krimeed gave us an overview of ADGM Entrepreneurship Ecosystem and Gender Initiative.



**Abu Dhabi Global Market (ADGM)** is an award-winning international financial centre strategically located in the capital of the United Arab Emirates.

Established by UAE Federal Decree, ADGM's jurisdiction extends across the entire 114 hectares of Al Maryah Island.

Address: ADGM Authorities Building, ADGM Square, Al Maryah Island - Abu Dhabi



# THE WORLD'S LEADING BUSINESS EVENT FOR FUTURE ENERGY AND SUSTAINABILITY

The World Future Energy Summit provides a comprehensive content programme covering every business sector affected by climate change. From food and agriculture to energy, water and waste management, a series of over 200 sessions and workshops are planned to support each industry in the transition towards a sustainable future.



## Industry Forums

Join over 200 sessions of essential industry content to stay abreast of the transformative technologies and developments currently impacting your sector.

## CLIX Forums

Attend insightful sessions and be inspired by the next-generation of innovators who are developing out-of-box solutions for complex sustainability challenges.



## Visit the Solar Expo & Forum

Every year, 34,000 international visitors and buyers from 125 countries attend the show to network, unveil breakthrough technologies, experience live demos, learn the latest industry insights, develop new business partnerships, and source leading-edge products.



## Meet and network with buyers across the value chain.

Exhibitors enjoy a range of complimentary networking services through the exclusive **Sustainability Business Connect** programme. Benefits include listing on mobile app, free lead-scanning services, online meeting pre-scheduling and various networking opportunities onsite:

Solar Lanyard Sponsor



Energy Badge Sponsor



Headline Media Business Partner



BUILDING BUSINESS BRIDGES INTERNATIONALLY



# EMBASSY OF BELGIUM IN ABU DHABI

We continue our route and headed to the **Belgium embassy** where we will warmly welcomed by the Belgian Ambassador in the UAE, Peter Claes and his wife, Alexandra Claes.

Peter Claes emphasizes the importance of our collaboration, as it's "a powerful signal that the world we are living in has changed and is still changing".



We have the opportunity to meet Barbara Farahainck-Mathonet, Chairwoman of the BeNeLux Business Council and Yoke Wagemans, Director GCC Invest at Flanders Investment and Trade and discuss the major pillars of dynamic development.

Enjoy the networking lunch with these unique people in a unique location with spectacular views.



# VISIT OF SHEIKH ZAYED GRAND MOSQUE IN ABU DHABI



The Sheikh Zayed Grand Mosque Center (SZGMC) was established by decree number 18 year 2008 issued by HH Sheikh Mansoor Bin Zayed Al Nahyan, Deputy Prime Minister of UAE, Minister of Presidential Affairs, in 2008 and it's amendment number 7 year 2012.

According to the decree, the SZGMC aims to:

1. Emphasize on the late Sheikh Zayed bin Sultan Al Nahyan's noble deeds and contributions to humanity, in a way that commemorates his legacy and memory
2. Cooperating with research centers as well as religious, educational and cultural institutions
3. Enhance cross cultural communication and introduce the Center as a cultural tourism destination



The Sheikh Zayed Grand Mosque is an architectural marvel that captures all the magic of the Islamic world. White domes and sky-piercing minarets are just breathtaking!



“ New perspectives:  
when women thrive,  
humanity thrives!



EUROPEAN WOMEN'S ASSOCIATION

BUILDING BUSINESS BRIDGES INTERNATIONALLY



EUROPEAN WOMEN'S ASSOCIATION

BUILDING BUSINESS BRIDGES INTERNATIONALLY



## OUR PARTNERS

- *General Women's Union, under the leadership of Her Highness Sheikha Fatima Bint Mubarak*
- *Ploutus, under the leadership of H. H. Sheikh Marwan Bin Mohammed Bin Rashid Al Maktoum*
- *Trends Research Institute, under the leadership of Dr. Mohammed Abdullah Al-Ali*
- *WBAF, World Business Angel Investment Forum Dubai*
- *Abu Dhabi Global Market, international Financial Center*
- *Dubai Export and SHEtrades Dubai, <https://www.shetrades.com/en>*

CONNECTING WOMEN GLOBALLY

Join and open your vision to the greater world of opportunities.

## *PRACTICALITIES*

*Enjoy the vibrant business atmosphere and explore the Arabic culture in a very unique way.*

### **DATES**

January 18-23 of 2022, 5 days business & leisure trip

**Spots are limited.**

### **IN THE PRICE INCLUDED**

- Local guides
- Pickup from airport
- Transportation
- 5-day program
- 5 lunches
- 3 exclusive location dinners
- 1 Day ticket to EXPO 2020
- Networking opportunities
- Matchmaking sessions
- Access to exclusive network & business opportunities

Optional: Private desert photoshoot.

NOT INCLUDED: FLIGHT & HOTEL

**INVESTMENT: 4500 €**

**CONFIRM HERE:**

**<https://forms.gle/uAwQ9x1ypN4SkwsA>**

**7**

**Or WhatsApp at +32 494 74 65 43  
[info@EuropeanWomenAssociation.com](mailto:info@EuropeanWomenAssociation.com)**



DISCOVER HOW IMPOSSIBLE BECAME POSSIBLE!



# EWA

## European Women's Association

[WWW.EUROPEANWOMENASSOCIATION.COM](http://WWW.EUROPEANWOMENASSOCIATION.COM)

*Join our Ecosystem: [www.EWAecosystem.com](http://www.EWAecosystem.com)*

*[info@EuropeanWomenAssociation.com](mailto:info@EuropeanWomenAssociation.com)*



BUILDING BUSINESS BRIDGES INTERNATIONALLY