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01 | CE-Operates

Gulftainer honoured amongst winners of Global Future Security Leaders Awards 2020

Jurageswaran Shetty, Manager, IT Security and Infrastructure, Gulftainer, received the title of Global CIO Forum (GCF) Certified Security Leader for fulfilling and demonstrating the competencies and skillsets of a next-gen chief information security officer (CISO). Mr Shetty joined top CIOs from across the Middle East, India, Pakistan, Singapore and Egypt who were honoured as GCF Certified Security Leaders.

The recognition took place at the Global Future Security Leaders Awards 2020, which is a key highlight of the Security and Risk Management WebSummit, hosted by the GCF. Similarly, top vendors and channels were honoured with the Security Players Awards. The awards also celebrated the ever-changing role of CISOs in organisations, and how they have been instrumental in bringing about change.



Over 2,000 start-ups sign up for Gulftainer's Future of Ports Start-up Challenge 2020

Gulftainer has received more than 2,000 applications for its Future of Ports Startup Challenge 2020. The competition aims to identify startups from across the globe with the ambition to lead the transformation of the port management and logistics industries.



Gulftainer has partnered with Global Silicon Valley labs (GSVLabs), a leading global innovation platform, to engage startups in five unique areas of opportunity where Gulftainer is pursuing new solutions: The Internet of Things and Robo-Doctors; Artificial Intelligence and Autonomous Drones; Big Data and Advanced Analytics; Blockchain and Bring Your Own Idea.

The submissions are currently being evaluated, following which the winning startups will be invited to present their projects to an audience made up of leaders from across the ports and logistics industry, and innovation and investment sectors in November 2020.

To learn more, please visit www.gtinnovationchallenge.com

Port of Wilmington, Delaware strengthens operational efficiency with the addition of new, eco-friendly equipment

GT USA Wilmington, partnering with KoneCranes, has taken delivery of five new Rubber Tired Gantry (RTG) cranes at the Port of Wilmington in Delaware, which will significantly strengthen the terminal's operational efficiency and increase overall productivity.

As part of an initial investment of US\$100 million, the cranes are all electric, making them environmentally friendly. Spanning seven wide and five high containers, these cranes will transform the yard space from a previously wheeled operation into an efficient stacking system to benefit gate and vessel operations.

Eric Casey, CEO of GT USA Wilmington, said: "The addition of these advanced crane systems at the Port of Wilmington underlines our commitment to further strengthen our operations at the terminal. Since taking over operations at the port, it has been our key goal to significantly improve performance for the benefit of our partners and customers. We continuously review our operational procedures to enhance the investment we are making in our facility, strengthen the efficiency of operations and maximise productivity. The new RTG cranes will provide greater flexibility in their operations. This will help speed up the terminal operations and create even better value for our customers."

This equipment is the first part of a phased delivery to develop an identified container yard. The cranes will be delivered on site, fully assembled by KoneCranes, and ready to be commissioned to enter operations once the yard densification project is complete.

This project, scheduled to be completed in late Fall 2020, will effectively double the current yard capacity.



02 | CE-Invests

RAK Ceramics partners with Azizi Developments

The French-Mediterranean inspired waterfront project by Azizi Developments, Riviera, will be developed with RAK Ceramics premium products, its large format tile Maximus Mega Slab as well as its latest porcelain tile collection.

Aiming to create a modern luxury property befitting of Riviera's remarkably high-quality standards, Azizi selected a combination of a nature-inspired collection of marble, stone, concrete, and wood effect porcelain tiles as floor and wall coverings. The bathrooms will be fitted with Shine stone series while the living spaces will take a contemporary style with wood effect porcelain tiles. Balconies will be covered with concrete effect tiles and the corridors with Aleppo series, a digitally printed stone-effect tile that gives off a rustic feel. And for a luxurious and stylish kitchen and countertop, Azizi chose Maximus Mega Slab in marble.

This partnership of two UAE local brands, RAK Ceramics, and Azizi Developments, is testament to the strength of both companies in the field of ceramic industry and property development, respectively.



The Red Sea Development Company appoints Averda for waste management

A joint venture between leading waste management company, Averda, and the Saudi Naval Support Company (SNS), has been awarded a solid waste management contract by The Red Sea Development Company (TRSDC), the developer behind one of the world's most ambitious tourism initiatives.

The joint effort involves collecting and recycling waste generated by administration offices, residential facilities, and construction activities, meeting the high environmental standards set for the project with the goal of 'zero waste to landfill'.

Wissam Zantout, Managing Director – Saudi Arabia, Averda, said: "We are very excited about the opportunity to serve this prestigious project. It gives us an opportunity to demonstrate our expertise in the waste management. Leveraged correctly, our approach can contribute to Saudi Arabia's Vision 2030 for sustainability and circular carbon economy concepts."



03 | CE-Ventures

Sheraa and CE-Ventures disburse over AED 700,000 in COVID-19 relief grants to 11 startups

Sharjah Entrepreneurship Center (Sheraa) and CE-Ventures, the corporate venture capital platform of Crescent Enterprises, have disbursed more than AED 700,000 in equity-free grants to 11 start-ups, offering them a lifeline to ensure they remain afloat as they navigate current economic challenges.

The selected start-ups operate in the retail, real estate, fintech, travel & tourism, agriculture, education, technology and creative sectors. Sheraa and CE-Ventures effort to support local industries is inspired by Sharjah's keen interest in promoting and supporting start-ups in a variety of sectors that continue to contribute to the emirate's strong and diversified economy.



FreshToHome reports 83% growth in daily orders in UAE

FreshToHome, the e-commerce platform specialising in fresh fish, meat and vegetables, reported an 83% jump in its daily orders in the UAE market since March this year. The average order value has also spiked, increasing by 175%.

Mathew Joseph, Co-founder & Chief Operating Officer (COO) of FreshToHome, said: "We have already expanded our processing and storage capacity by 50% through extension of facilities at our existing plant at Umm Al Quwain. We also have plans to have one more plant at a different location in the UAE."



With the recent expansion, FreshToHome's Umm Al Quwain plant is now spread over an area of 15,000 sqft. To meet the growing demand, FreshToHome has added several new sourcing and supply centres across the UAE.

Vezeeta partners with pharma giant MSD Egypt

Digital healthcare powerhouse Vezeeta has partnered with MSD Egypt, an affiliate of the global pharmaceutical company, to conduct a local digital awareness and engagement campaign for patients and healthcare professionals using its HealthTech platform.

Amir Barsoum, Founder & CEO of Vezeeta, said: "I believe that our partnership with MSD Egypt will deliver a truly unique value-driven solution that has the potential to improve healthcare across the nation at scale. By using accurate and authentic data to drive public health awareness, we can ensure the very best of medical care for our communities."

The partnership will leverage MSD's world-class trusted medical information and scientific updates that will be provided cohesively on Vezeeta's digital platforms. Providing easily accessible and reliable information around the clock benefits both doctors and patients. Namely for doctors, the 'Stream' section of the dedicated Vezeeta Doctors' app will publish targeted research and best medical practices, make these resources available to over 16,000 doctors.



Didi Chuxing launches self-driving ride service in Shanghai

Chinese ride-hailing giant Didi Chuxing has launched its on-demand self-driving robotaxi service for commuters in Shanghai. As part of the pilot phase, passengers can use the app to take free rides in autonomous vehicles within designated open-traffic areas in Shanghai's Jiading District.



Cheng Wei, Founder & CEO of Didi Chuxing, said: "AI in transportation will no doubt revolutionise the safety and efficiency of the urban transit system. Didi's biggest strengths are in our rich use cases, data capabilities and long-term commitment to what we believe to be a clear direction for the future."

The launch of the robotaxi service in Shanghai follows Didi's plans to deploy over a million self-driving vehicles through its platform by 2030. The company has recently raised \$500 million from Japan's SoftBank for its autonomous driving subsidiary.



CE-Ventures is an investor in Vezeeta.



CE-Ventures is an investor in Didi Chuxing.

Pinterest reports surge in sales

Pinterest Inc. achieved a sales surge of 37% in July as advertisers and users returned to the leading image-sharing platform.

"We are encouraged by the performance of our business," the company commented in a statement. "But a tremendous amount of uncertainty remains given the ongoing COVID-19 pandemic and other factors."

Pinterest projects sales growth of approximately 30% year over year in the third quarter. The company's shares have recently risen as high as \$34.50 in New York, the biggest increase in one day since the company went public.

The San Francisco-based company is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. With billions of Pins on Pinterest, users will always find ideas to spark inspiration.



EdCast launches career pathing and internal mobility solutions

EdCast, the award-winning AI-powered Knowledge Cloud company, in conjunction with talent management partners, has launched new and integrated career pathing and internal mobility solutions. This allows the company to offer complete and personalised talent management and upskilling capabilities.



"With today's work uncertainty and rapidly-shifting skills needs, organisations urgently need to empower employees with career pathing and internal mobility," said Karl Mehta, CEO and Founder of EdCast. "Our new capabilities provide a consumer-like experience with flexibility and choice to connect with any leading talent marketplace platform to help employers enable personalised career paths, thereby achieving savings in redeploying talent and promoting from within instead of hiring from outside."

EdCast has also announced a partnership with General Assembly, a pioneer in education and career transformation, to offer its programs, courses, and certifications through EdCast Marketplace, enabling thousands of employers and millions of end-users to access training for digital skills that are a prerequisite for success in today's increasingly complex economy.



CE-Ventures is an investor in Pinterest.



CE-Ventures is an investor in EdCast.

04 | CE-Creates

Kava & Chai opens a new outlet at Dubai Police Officers Club, Al Jaddaf

Kava & Chai, the home-grown specialty coffeehouse projecting the best of Arab culture and traditions, has recently opened an outlet at Dubai Police Officers Club in Al Jaddaf. The new branch is dedicated to serving officers and their families as well as other visitors.

The specialty coffeehouse now operates five outlets across Dubai in Dubai International Financial Centre, Mall of the Emirates, Dubai Police Officers Club, and Al Seef; and Sharjah in American University of Sharjah, bringing people together in an intimate setting to socialise, exchange ideas, and experience a cultural treat.



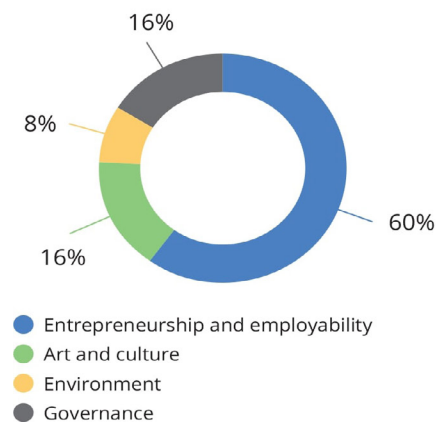
05 | Corporate Citizenship

Crescent Enterprises' corporate citizenship efforts reach 58,000+ community members in 2019

In 2019, Crescent Enterprises' corporate citizenship initiatives reached close to 60,000 community members, exceeding last year's community reach by 72%.

In recent years, there has been a fundamental shift in how stakeholders perceive a company's performance. In addition to monetary return, significant emphasis is being placed on the value added to all stakeholders. Recognising this paradigm shift, Crescent Enterprises has developed its corporate citizenship programmes targeting four focus areas: entrepreneurship and employability, arts and culture, environment, and corporate governance.

Spending breakdown of corporate citizenship initiatives



58,846

COMMUNITY MEMBERS REACHED



22,096

OF THEM WERE FEMALES



1,246

OF THEM WERE STUDENTS OR ENTREPRENEURS



Crescent community connects with nature through EN-WWF's environmental webinar

As part of its partnership with Emirates Nature - World Wide Fund (EN-WWF), Crescent Enterprises participated in a Couch Conservation webinar organised exclusively for Crescent Enterprises and other EN-WWF's partners. The webinar presented an opportunity for the Crescent community to ask questions and learn how to make an environmental impact while working from home.

The session delved into the concept of citizen science and the vast possibilities for impact. The host emphasized that staying home doesn't mean one cannot contribute.

Despite feeling less resourceful in an era of isolation and social distancing, everyone has the ability to take action and make a difference from the comfort of their own homes.



06 | Corporate Insight

Crescent Enterprises contributes to World Economic Forum's community paper 'Digital Transformation: Powering the Great Reset'

Badr Jafar, CEO of Crescent Enterprises, and Tushar Singhvi, Director of CE-Ventures contributed to a community paper published by the World Economic Forum to explore the increasing yet evolving role and relevance of digital transformation. The paper offers an opening frame for a multiyear, cross-industry programme to co-create the new playbooks for executive decision-making and action in a post-pandemic business normal. It presents three opportunities for digitally enabled corporate leadership to support the Great Reset of economies and societies:

1. Transform into a digital business across seven dimensions: new value creation; digital-at-the-core business models; intelligent and agile operating models; localized and resilient supply chains; real-time decisions at the edge; data-driven investment decisions; and augmented talent
2. Empower all stakeholders: employees, consumers, suppliers, partners, government and society
3. Effect systems change through digitally enabled collaboration models that correct market failures



Badr Jafar
Chief Executive Officer,
Crescent Enterprises

“COVID-19 has created a window of opportunity for technological leapfrogging. Our ability to recharge the economy and create jobs is largely dependent on concerted efforts to accelerate digital transformation, especially within SMEs.

To view the World Economic Forum's community paper 'Digital Transformation: Powering the Great Reset', please click [here](#).

Crescent Enterprises currently contributes to 12 SDGs

As a responsible corporate citizen, Crescent Enterprises has woven sustainability into its operational fabric. The company's performance assessment is based not only on financial results, but also on the contributions to environmental, social, and governance objectives. As shown in the graph below, the company's business strategy, operations, and investments currently contribute to 12 Sustainable Development Goals (SDGs).

Crescent Enterprises believes that operating in a socially and environmentally responsible manner is not just an ethical obligation—it also makes business sense. A sustainability agenda should be supported by relevant targets and an accountability mechanism to reach its full potential. The company is currently working on defining concrete sustainability targets aligned with the prioritised SDGs and frameworks for its operations and investments. The ongoing focus on the SDGs and the creation of tracking metrics will enhance Crescent Enterprises' ability to contribute to the realisation of the Global Goals during the 'Decade of Action' leading to 2030.



		Crescent Enterprises (Corporate level)	CE-Operates	CE-Invests	CE-Ventures	CE-Creates
3	Good health and well-being	✓	✓		✓	✓
4	Quality education	✓				
5	Gender equality	✓		✓	✓	✓
7	Affordable and clean energy					✓
8	Decent work and economic growth	✓	✓	✓	✓	✓
9	Industry, innovation, and infrastructure		✓	✓	✓	✓
10	Reduced inequalities	✓		✓	✓	✓
11	Sustainable cities and communities					✓
12	Responsible consumption and production	✓	✓	✓	✓	✓
13	Climate change			✓		✓
16	Peace, justice, and strong institutions	✓	✓	✓	✓	✓
17	Partnerships for the goals	✓	✓			

For more details on Crescent Enterprises' contribution to the SDGs on the platform level, please view our [Annual & Sustainability Report 2019-20, Resilience in Diversity](#).

The start-up challenge: Surviving 2020 and thriving beyond

In an article published on MAGNiTT, Tushar Singhvi, Director, CE-Ventures highlighted what is at stake for the start-up sector and the economy amidst the impending recovery from COVID-19. According to the International Monetary Fund, micro, small and medium enterprises (MSMEs) account for 80 to 90% of all businesses in the MENA region, providing a much-needed source of job creation.

Tushar addressed start-ups' dual challenge of staying afloat while ensuring they are in the best possible shape to compete as business restrictions are lifted.

He also shared his insights into the need for accelerating digital transformation, meeting customer demand, scrutinizing sales and marketing, managing employee productivity, promoting resourcefulness and emerging stronger.

"While costs should be optimised across the board, we must remain focused on strengthening the digital aspects of business. Cementing a competitive edge with technological enhancements during critical times is essential, and can strengthen operations and product offerings, putting companies on a growth trajectory and preparing them for a post-crisis world."

To read the full article, please click [here](#).

MAGNiTT

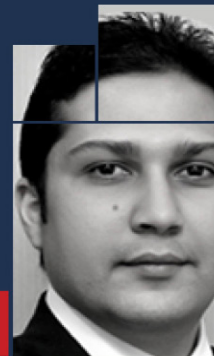
Crescent Enterprises joins Pearl Initiative's Sustainable Finance & Private Sector Responsibility webinar

Tushar Singhvi, Director, CE-Ventures participated in Pearl Initiative's Sustainable Finance & Private Sector Responsibility webinar, where he discussed the future of sustainable finance and the business case of integrating Environmental, Social, and Governance (ESG) factors into operations and investments in order to improve financial performance while tackling social and environmental issues.



Global Compact
Network UAE

**WEBINAR: SUSTAINABLE FINANCE AND THE PRIVATE SECTOR RESPONSIBILITY:
SUSTAINABILITY IN THE TIME OF COVID-19**



Tushar Singhvi
Director, CE-Ventures,
Crescent Enterprises

“

The ESG has brought about a paradigm shift over the last few years, by driving sustained progress in transitioning towards a Green Economy.

”

To watch the webinar recording, please click [here](#).

07

Harvard Business Review Arabia

Five ways to demonstrate your value remotely

Crescent Enterprises expanded its strategic partnership with Harvard Business Review (HBR) Arabia to support its Renaissance Partners programme, which provides Arabic readers with quality business content regardless of their means or spending priorities.

Through its support to HBR Arabia's Renaissance Partners programme, Crescent Enterprises helps empower the entrepreneurs and students of its community and business partners.

- View the above article in Arabic [here](#).
- Learn about HBR Arabia's Renaissance Partners programme and gift subscriptions [here](#).





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