

OPERATIONAL NEWS

GULFTAINER - GAMA AVIATION - CLINICAL PATHOLOGY SERVICES - TVM CAPITAL - ABRAAJ GROUP - CE VENTURES

GULFTAINER ENTERS USA WITH 'PROJECT PELICAN'
"Awarded 35-year Concession on Port Canaveral's Terminal"



Left to Right: Tushar Singh, Crescent Enterprises VP of Corporate Development & Investments, Kyle Hendrick of the UAE Ambassadors office, Washington, Sam Al Nassiri, Commercial Counselor at the UAE Embassy Ministry of Economy, Washington, Badr Jafar, CEO of Crescent Enterprises and Chair of GulfTainer Executive Board, Peter Richards, Managing Director of GulfTainer, Noreen Aggarwal, Crescent Enterprises Executive Director, and Peter Ford, Chief Operating Officer of GulfTainer.

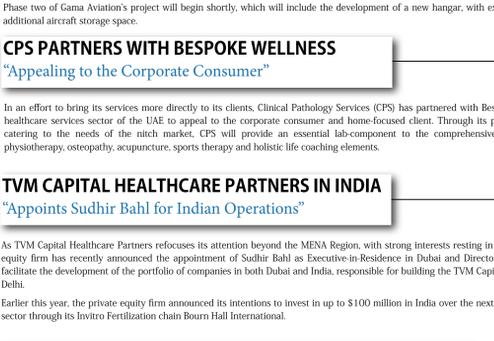
June 26, 2014, marked yet another achievement in GulfTainer's strategic expansion across the globe, with the completion of its two year venture known as 'Project Pelican', a 35-year cargo operating deal with the Port Canaveral in Florida. Through its new partnership GulfTainer will operate and further develop the container and multi-purpose cargo terminal, set to commence operations in the fourth quarter of 2014. Over 700,000 containers will eventually be handled each year from the port, complementing GulfTainer's efforts to triple its business volumes worldwide by 2020, with more than 10,000 vessel calls each year handling a total of 18 million containers.

GulfTainer will also strengthen the terminal through a \$100 million investment in infrastructure, equipment and locally-sourced human capital. Not only is the new container and cargo terminal expected to generate \$280 million of revenue to Port Canaveral, but it will also contribute more than \$630 million to Florida's economy and generate more than \$350 million in tax contributions.

Port authorities also announced at the official signing ceremony in Florida, that the new relationship will generate 2,000 direct and indirect jobs once fully operational, which also includes 500 at the port itself.

The container operation at Port Canaveral is GulfTainer's first in the United States. Today, GulfTainer's portfolio covers four UAE operations in Shortfakkan, Sharjah, Hiriyah and Ruwais, as well as activities in Iraq at Umm Qsar, Recife in Brazil, Tripoli Port in Lebanon, and management control of terminal in Jeddah and Jubail in Saudi Arabia.

GAMA AVIATION OPENS EXCLUSIVE TERMINAL
"Sharjah FBO is Region's Top Terminal"



Left to Right: H.E. Sheikh Abdullah bin Mohammed Al Thani inaugurates Gama Aviation's private aviation terminal at Sharjah International Airport in the presence of (left to right) Alabdullhman Al Badwahi, Majid Jafar, H.E. Sheikh Mohammed bin Abdullah Al Thani, Haythem Macki, H.E. Ali Al Midfa, Hamid Jafar, H.E. Sheikh Abdullah bin Mohammed Al Thani, Marwan Khalek, H.E. Sheikh Khalid bin Isam Al Qassbi and Badr Jafar.

owners seek to the top transit time of principals and crew to the Northern Emirates. The facility is also set to generate new employment opportunities and up skill the region's aviation talent.

Phase two of Gama Aviation's project will begin shortly, which will include the development of a new hangar, with expanded maintenance facilities as well as additional aircraft storage space.

CPS PARTNERS WITH BESPOKE WELLNESS
"Appealing to the Corporate Consumer"

In an effort to bring its services more directly to its clients, Clinical Pathology Services (CPS) has partnered with Bespoke Wellness, reaching further into the healthcare services sector of the UAE to appeal to the corporate consumer and home-focused client. Through its partnership with Dubai-based health firm catering to the needs of the niche market, CPS will provide an essential lab-component to the comprehensive wellness package, complementing the physiotherapy, sports, and holistic life-coaching elements.

TVM CAPITAL HEALTHCARE PARTNERS IN INDIA
"Appoints Sudhir Bahl for Indian Operations"

As TVM Capital Healthcare Partners refocuses its attention beyond the MENA Region, with strong interests resting in the Indian healthcare sector, the private equity firm has recently announced the appointment of Sudhir Bahl as Executive-in-Residence in Dubai and Director in India. In his new role Mr. Bahl will facilitate the development of the portfolio of companies in both Dubai and India, responsible for building the TVM Capital Healthcare Partners' presence in New Delhi.

Earlier this year, the private equity firm announced its intentions to invest in up to \$100 million in India over the next three to five years within the healthcare sector through its Invivo Partnership chain Bourn International.

ABRAAJ GROUP INVESTS IN EDUCATION
"Leading Thai Education Provider KPN Academy & Egypt's CIRA"

The Abraaj Group recently turned its attention to South-East Asia, acquiring a stake in KPN Academy, originally a music education provider that has developed into one of Thailand's leading out-of-school education service companies. Established in 2000, the company now has over 103 centers spread across Thailand, offering a variety of scholastic subjects including Mathematics, Chemistry, Physics, and Social Sciences, with over 500,000 students actively enrolled. KPN Academy has also put forth music programs in the public education sector, which has been implemented in over 250 government schools to date. The recent Thailand acquisition marks the Abraaj Group's third investment in education globally, including its current holding in Orca Global and Gems Education.

With the education sector a prime investment focus, the Abraaj Group has also announced plans to acquire a stake in Egyptian education group, Cairo Investment and Real Estate Development (CIRA). As the largest K-12 private school group in Egypt, CIRA offers English language national curriculum as well as American, French and German systems, catering to Egypt's current market of 18.3 million students, and has grown at CAGR of 3.55% over the past four years.

The affordable education provider is seeking to expand nationally, placing primary attention to the outskirts of the main Cairo area. One of its first projects will be the construction of Badr University, expected to begin in September 2014, and commence over the next three to five years.

The Abraaj Group will assist CIRA to scale its operations across Egypt with an expansion plan, while focusing on the delivery of quality education across its school portfolio.

INTRODUCING CE VENTURES
"Crescent Enterprises Developing Incubation Hub"

Over the past few months Crescent Enterprises has expanded its focus to its newest division, CE Ventures, an incubation hub for start-ups spanning a wide range of sectors and industries.

Led by Vice President of New Ventures, Samer Chouair, CE Ventures will seek out as well as internally develop companies, assisting them through each phase of growth. This includes developing a concept and business plan, establishing investment support, and facilitating expansion through strategic partnership. Most importantly, each venture will have an underlying theme of creating a positive social impact.

CE Ventures has several concepts currently under development in the energy efficiency, cultural economy, and e-commerce spaces as well as the incubation of a middle-eastern F&B enterprise, and an industrial clothing business with the aim of improving productivity and safety for outdoor workers. The CE Ventures team is also responsible for managing the Global Gumbo Group (GG), a first of its kind cross-cultural music and entertainment business, which launched the annual Dubai Music Week in 2013.



Samer Chouair is responsible for identifying, assessing and incubating start-up opportunities within CE Ventures. He brings over 15 years of global experience in the field across several industries and has worked at leading organizations in the region. His portfolio includes a number of firms in Canada, UAE, Saudi Arabia, Oman, and Singapore.



SPOTLIGHT

PEARL INITIATIVE ISSUES REPORT
"Good Governance in Family Firms"

The motivations of the Pearl Initiative are not only to advocate for corporate transparency and good governance, but to comprehend the underlying principles of it and distribute the information to the public. By conducting numerous case studies and penning several research reports throughout the years, the organization has provided the public with greater insight and understanding into the world of corporate governance at the most direct level; its aim to build a body of region-specific research that improves governance standards throughout the Arab World.

In collaboration with Tharawat Family Business Forum the Pearl Initiative released its latest research report, "Good Governance in Family Firms: Five Case Studies from the Middle East." The report, based on the research of private, leading family firms, provides insight on the corporate policies and procedures they have implemented and the effect it has had on their corporate success.

Although several deductions were drawn based on research that was conducted throughout, interviews with the owners and management of the five organizations led to the conclusion that good governance plays a key role in ensuring sustainable growth of a company, improving transparency and safety for outdoor workers. The CE Ventures team is also responsible for managing the Global Gumbo Group (GG), a first of its kind cross-cultural music and entertainment business, which launched the annual Dubai Music Week in 2013.

Pearl Initiative research reports are available for free download at www.pearlinitiative.org.

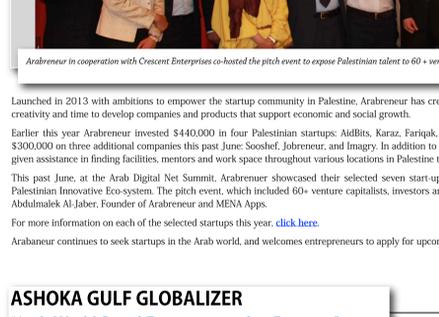


CORPORATE CITIZENSHIP

CAMBRIDGE MBA - CHERIE BLAIR FOUNDATION - SHARJAH TATWEER FORUM - ARABRENEUR - ASHOKA GULF GLOBALIZER

CAMBRIDGE MBA PROGRAMME
"Global Consulting Project"

Stemming from its passion for academia and cultivating young professional talent, Crescent Enterprises welcomed for the third consecutive year, a group of five full-time MBA students from the Cambridge Judge Business School to the UAE.



Students of the Cambridge Judge Business School closed the Global Consulting Project by delivering a presentation on Gama Aviation to Crescent Enterprises Senior Management and Executive Board.

Students who took part in this year's dedicated internship programme spent a month at Crescent Enterprises UAE headquarters, conducting research and analysis on the opportunity to develop Sharjah as the leading private aviation hub within the MENA Region. With the support of Crescent Enterprises executives, the team developed a strategic business plan highlighting the significant increase in traffic to the Emirate, which Crescent Enterprises' affiliate, Gama Aviation, has witnessed at its Sharjah Fixed Base Operations over recent years. The opportunity also provided these students with experience in a part of the world that continues to prove itself as an economic leader, as well as work in an increasingly globalized business environment.

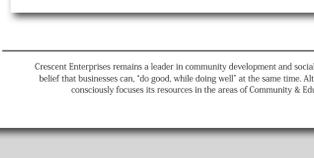


Cherie Blair, Founder of the Cherie Blair Foundation for Women and Badr Jafar sign partnership for the "Mentoring Women through Business" initiative.

CHERIE BLAIR FOUNDATION
"Mentoring Women through Business"

Both an advocate for female leadership and entrepreneurship, Crescent Enterprises was honoured to partner with the Cherie Blair Foundation for Women on its "Mentoring Women in Business" programme. Drawing from its subsidiary companies, a group of Crescent Enterprises' female Arabic-speaking mentors were selected to provide their professional expertise and guidance for the course of one year to females in the Middle East seeking guidance on starting or growing a business. Mentors will provide advice in a number of areas from marketing, communications and technology to accounting, finance, and human resources.

The international programme has pioneered a new method of supporting women entrepreneurs achieve key business goals by utilizing technology to offer cross-border support and has helped approximately 1,000 entrepreneurs globally to date. Crescent Enterprises' mentorship began in May 2014 and will include progress updates on each individual mentor and mentee throughout the year.



Badr Jafar and Jaseem Al Bloushi, Chairman of the Sharjah Tatweer Forum sign partnership to cultivate Sharjah's next generation of business leaders.

SHARJAH TATWEER FORUM
"Sharjah Leadership Programme"

In support of the development of the Emirate of Sharjah as well as its generation of leaders, Crescent Enterprises has proudly signed a partnership agreement the Sharjah Tatweer Forum on its latest initiative, the Sharjah Leadership Programme (SLP). In cooperation with the American University of Sharjah, SLP aims to support and empower its future leaders with international best business practice knowledge and corporate management skills, creating sustainable solutions and innovations for the betterment of the Emirate.

Starting in September 2014, and over a course of six months, 20 UAE nationals and 4 Expat will take part in 19 sessions taught by lecturers from the American University of Sharjah. Participants will also experience a variety of group workshops and team projects to put theoretical practice to work, as well as attend field visits to various sectors throughout the Emirate, including several of Crescent Enterprises' operations.

ARABRENEUR
"Arabnet Digital Summit"



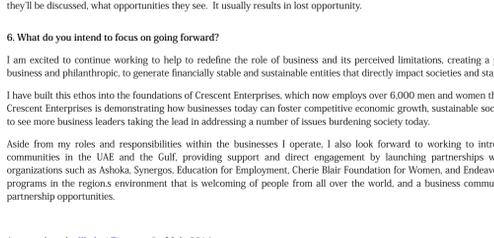
Arabreneur in cooperation with Crescent Enterprises co-hosted the pitch event to expose Palestinian talent to 60+ venture capitalists, investors and business leaders.

Launched in 2013 with ambitions to empower the startup community in Palestine, Arabreneur has created a platform for young entrepreneurs to use their creativity and time to develop products that support economic and social growth. Earlier this year Arabreneur invested \$440,000 in four Palestinian startups: Adgits, Karaz, Fariqah, and Education, followed by a second investment of \$300,000 in three additional companies this past June: Soosht, Jobrener, and Imbity. In addition to receiving financial support each entrepreneur will be given assistance in finding facilities, mentors and work space throughout various locations in Palestine to establish and grow their innovative company. This past June, at the Arab Digital Net Summit, Arabreneur showcased their selected seven start-ups, providing attendees with greater insight into the Palestinian Innovative Eco-system. The pitch event, which included 60+ venture capitalists, investors and business leaders, was hosted by Badr Jafar and Dr. Abdulmalek Al-Jaber, Founder of Arabreneur and MENA Apps.

For more information on each of the selected startups this year, [click here](http://www.arabreneur.com).

Arabreneur continues to seek startups in the Arab world, and welcomes entrepreneurs to apply for upcoming investment cycles through www.arabreneur.com.

ASHOKA GULF GLOBALIZER
"Arab World Social Entrepreneurship Program"



Badr Jafar with members of the Leadership Circle in the Gulf Region, at the launch of Ashoka's Arab World Social Entrepreneurship Programme in Dubai.

Promoting social change in the broadest sense possible, Crescent Enterprises has partnered with the largest network of social entrepreneurs, Ashoka, to increase the presence and impact of social entrepreneurs in the Gulf Region through the launch of the new initiative Arab World Social Entrepreneurship Program (ASEP).

In March of this year, 30 key business leaders and supporters of ASEP convened in Dubai to discuss details of the initiative as both a scalable program and forum that links home-grown social innovators with leading business entrepreneurs and experts. With the support of Crescent Enterprises, ASEP will be hosted in the UAE, preselecting the most promising social innovators in the region, who are working specifically to address the current challenges of obesity, water scarcity and women participation for inclusive growth.

Crescent Enterprises remains a leader in community development and social engagement through its relationship with various philanthropic organizations, upholding its belief that businesses can "do good, while doing well" at the same time. Although Crescent Enterprises is committed to a wide variety of initiatives on a global scale, it consciously focuses its resources in the areas of Community & Education, Entrepreneurship, Environment, Arts & Culture and Corporate Governance.

CORPORATE INSIGHT

CEO INSIGHT - MONTHLY INFRASTRUCTURE REPORT - HARVARD BUSINESS REVIEW

BE AN 'AGENT FOR CHANGE'
"Addressing the Key Issues Facing our Increasingly Globalised Society"



Badr Jafar discusses how the private sector can help address the key issues facing our increasingly globalised society as part of Khaleel Times' series on 'Thought Leaders'.

1. Why do you think it's important for business leaders to be thinking about and leading on issues related to sustainability and governance?

A large part of the Middle East's economy has grown from family businesses, generating over 80% of all non-oil GDP, over the years values are passed down from one generation to the next. In many years ago, some family firms did not feel the need for formalised, written policies to adhere to, but as they developed into multi-generational vast conglomerates, they are now increasingly facing the need to practice good governance, including transparency and accountability. As a result, these new business leaders have been working to translate the values passed down to them into rigorous processes that build greater levels of trust among each of their stakeholders in order to protect the value of their companies from one generation to the next and allow them to thrive.

Well-defined shareholder rights, a robust purpose-driven corporate culture, high levels of transparency, and an empowered board of directors make a company both more attractive to investors and lenders, and ultimately more profitable. These international best practices are the value in minimising risks going forward and how greater levels of competitiveness can be generated, enabling more business to be won in competitive markets.

Applying a 'tick-box' approach or simply avoiding governance altogether is no longer an option. Whilst previously there may have been scepticism about how seriously companies take implementation of governance practices, I have certainly seen this attitude change in recent years, even more so since the launch and work of the Pearl Initiative, created in 2010 in partnership with the UN Office of Partnerships to help create a culture of good business practices. Business leaders increasingly appreciate that it is no longer acceptable for them to sit back and wait for legislative guidance.

2. What got you interested in projects like the Pearl Initiative? Was there a moment when you decided to pursue it?

The Pearl Initiative exists due to a genuine need to grow, develop, and champion corporate governance in this region. We have a situation in the Arab World in which we expect a trillion dollars of assets to pass between one generation and the next just over the next 10 years. With the majority of family businesses in our region in the second generation passing to the third generation, and the well documented risks with the succession of this nature passing from the siblings consortium to the cousins consortium, we are at risk of losing huge value in our region if we are not ready to implement strong codes of good corporate governance. This is particularly critical considering the high levels of youth unemployment in the region today which will only get worse if we see this sort of destruction of value; therefore we owe it to our families, our societies, and our economies to get our shops in order without delay, and this is what inspired me to fund the Pearl Initiative.

The Pearl Initiative is a network of the businesses from within the Gulf Region that have come together to drive a shared belief that strong governance benefits both their organisations and the wider economy. As an entrepreneur myself, I genuinely felt that there was a need to start looking at the issue of a perceived lack of governance through a Private Sector lens, pursuing accountability and transparency, and anti-corruption practices not just for regulatory box-ticking reasons, but as a result of a genuine need to protect and create business value. So in essence, focusing on the business case for good governance.

So far, our strong Board of Governors from across the GCC has worked with the team at the Pearl Initiative to host over 20 roundtable and Forum events across the region, bringing together over 3000 businessmen and women executives to share good practices and raise awareness of the importance of accountable and transparent governance in business. The Pearl Initiative has also published over 6500 students, through university workshops and its student competition held in Saudi Arabia, the UAE and Oman. The Pearl Initiative has also interacted with numerous major insight reports, on Gulf Region corporate good practice case studies and the implementation of governance practices in GCC family firms, all of which were well received and have been used as benchmarked examples both by private businesses and as teaching material in university curricula.

3. What is your personal leadership style and philosophy for success?

My philosophy for success and leadership style are based on considering the three Ps in that I do - people, planet and profit. I am a strong supporter of social entrepreneurship, which to me is the act of utilising the Private Sector through incentive-based partnership with the Public Sector, along with global agencies and the non-profits, combining their expertise to address issues that face our increasingly globalised society, and integrate this approach into the fabric of our business models. In today's world businesses can do good, while doing well at the same time - and most importantly share it. A modern history of business is dominated by a perception of the need to succeed solely through short term profits, which is no longer valid.

As a successful business leader today, you can satisfy so many more stakeholders than just your investors, by considering other aspects when investing. This is what is referred to as impact investing, which is key to driving social entrepreneurship. Through social responsibility and social investment, we can more effectively tackle our region's socio-economic challenges head on, which in essence is what drove me towards supporting social entrepreneurship in the first place.

4. What were some of your most memorable experiences as you started out your career?

I can't say that my very start of my career was planned, especially considering the considerable range of areas I have worked in, but throughout it all I have certainly done my utmost to remain true to my core values, entrepreneurial spirit, and sense of purpose. Despite the fact that I trained as a fluid mechanics engineer, my journey as an entrepreneur started in the fashion industry, which subsequently led me into the diverse worlds of oil & gas, ports & logistics, aviation, healthcare, music & entertainment.

That's the truly exciting thing about entrepreneurship; you never know which it might take you. Before entering into any new business venture or initiative however, I always ensure it is one that is an 'agent for change', which is a key driver of each of my endeavours. Coupling my interests with my motivations to do more for the world, I'm passionate and excited about where I am and where I plan on going, which is an extremely important factor for success in any career.

5. Were there any particular challenges you struggled with?

Pre-conceptions. Everyone has them; it's natural. However today's world is changing, and at a fast rate. To have pre-conceptions to be limited in your vision, which means you're not seeing the whole picture. I continue to see it a lot in meetings; people enter with preconceptions of who they're meeting, what they'll be discussed, what opportunities they see. It usually results in lost opportunity.

6. What do you intend to focus on going forward?

I am excited to continue working to help to redefine the role of business and its perceived limitations, creating a platform through various ventures, both business and philanthropic, to generate financially stable and sustainable entities that directly impact societies and stakeholders in its various business. I have built this ethos into the foundations of Crescent Enterprises, which now employs over 6,000 men and women through its various businesses. As a result, Crescent Enterprises is demonstrating how businesses today can foster competitive economic growth, sustainable social development and job creation. I'd like to see more business leaders taking the lead in addressing a number of issues burdening society today.

Aside from my roles and responsibilities within the business I operate, I also look forward to working to introduce Social Entrepreneurship to wider communities in the UAE and the Gulf, providing support and direct engagement by launching partnerships with a growing list of social enterprise organizations such as Ashoka, Synergis, Education for Employment, Cherie Blair Foundation for Women, and Endeavor, all of which now have a presence and programs in the regions environment. That is welcoming of people from all over the world, and a business community that is truly open to exploring new partnership opportunities.

As posted on the [Khaleel Times](http://www.khaleel.com) on 9 of July 2014.

Crescent Enterprises CEO, Badr Jafar, continues to raise awareness on today's most pressing challenges and opportunities including entrepreneurship, corporate governance, business sustainability, women in the workplace, and smart energy policy through his blog www.badrjafar.com.

CRESCENT ENTERPRISES INFRASTRUCTURE REPORT
"Repurposing of Major Infrastructure Assets Opening New Opportunities"

The first half of 2014 saw a huge array of major infrastructure projects announced with correspondingly large price tags. Recently, however, the focus has been the old rather than the new, with countries in the Gulf thinking about ways to use their current infrastructure. Across the region, existing assets, including ports, airports, roads and hospitals, are being put to new uses in order to make people's lives easier, create jobs and open up new commercial opportunities.

Recent years have witnessed enormous investment into the Gulf's ports and logistics infrastructure, creating a multitude of world class cruise liner and container handling facilities, and enabling new industries to flourish. Ahead of October's Seatrade Middle East Maritime conference, event Chairman Chris Topley highlighted how the Gulf has now become a world-class centre of excellence for repair and refurbishment, and will soon take second only to China in terms of ship repair capacity. He says that "with increased capacity in the region, the Middle East is perfectly positioned as a key global access point for quality repair, maintenance and refitting services."

The passenger ferry industry could be another potential beneficiary of the investments made into port infrastructure, according to comments this month from Mohamed Al Shamsi, CEO of Abu Dhabi Ports Company (ADPC). Speaking to Gulf News, Al Shamsi said that the dedicated cruise ship terminal at Zayed Port in the UAE's capital could also be used to operate a regular passenger ferry service between Abu Dhabi and cities along the coast. ADPC anticipates healthy demand from people in neighbouring countries looking for an alternative to road and air travel.

Sharjah International Airport, a well-established airport for commercial and cargo aircraft, perhaps best known as the home of low-cost carrier Air Arabia, is another infrastructure asset that is evolving to take on a new role. This month, Gama Aviation, operator of over 80 business aircraft around the globe, opened a dedicated private aviation terminal at the airport, creating a full service private aviation hub serving Sharjah, Dubai and the Northern Emirates. The facility will help to attract other owners to base their aircraft at the airport, generate new employment opportunities and up-skill the region's aviation talent.

Looking further into the future, driverless 'podcars' could become a common sight in the GCC in the years to come as countries rethink their existing road networks. It was reported this month at the Expo 2020, Dubai's Roads and Transport Authority (RTA) is assessing the viability of supplementing Dubai's road network with a Personal Rapid Transit system, comprising automated vehicles operating on a network of guideways. Speaking at the Project Management Institute's Global Congress in Dubai, Mattar Al Tayer, Chairman of the Board and Executive Director of the RTA said the Authority is 'working on plans to introduce a Personal Rapid Transit (PRT) system in the 'Zabey' area of Dubai.'

It is not just in the field of transportation that existing infrastructure assets are being utilised to open up new opportunities. According to a study from Amadeus, a technology provider for the travel industry, the construction of state-of-the-art medical facilities will drive medical tourism from both outside and within the region. The study predicts that Dubai Healthcare City could become the largest international medical centre between Europe and Southeast Asia, while citing Dubai Health Authority data showing the number of medical tourists coming to the emirate is increasing by 10-15 per cent annually. The study also notes that "apart from international medical tourists, patients, the growing medical infrastructure has the potential to attract a larger number of intra-regional medical tourists in the future."

With as much as \$1 trillion predicted to be spent by Gulf Countries on construction projects by 2030, according to MEED, it will be interesting to watch how far these assets diverge from their original intended purposes in response to changing needs and emerging opportunities.^{1,2}

The Crescent Enterprises' Infrastructure Report is featured every month in the English publication *Arabian Business* and Arabic newspaper *Al Hayat*.

1. http://www.zawya.com/story/Gulf_Still_offers_largest_ship_repair_capacity_outside_of_China-ZAWYA014061604371/
2. <http://www.crescententerprises.com/news/gulf-aviation-passenger-ferry-between-abu-dhabi-and-gulf-coast-1247262/>
3. <http://www.crescententerprises.com/news/gulf-aviation-passenger-ferry-between-abu-dhabi-and-gulf-coast-1247262/>
4. <http://www.khaleel.com/174184233/videoplayer/Shaping-the-Future-of-Travel-in-the-GCC.pdf>
5. <http://www.khaleel.com/174184233/videoplayer/Shaping-the-Future-of-Travel-in-the-GCC.pdf>
6. <http://www.khaleel.com/174184233/videoplayer/Shaping-the-Future-of-Travel-in-the-GCC.pdf>

HARVARD BUSINESS REVIEW IN ARABIC
"Crescent Enterprises Partners with AlIqtisadi"

Crescent Enterprises is proud to support the Middle East's leading Arabic business portal, AlIqtisadi, on its new management section hosting Harvard Business Review (HBR) articles, syndicated in Arabic for the first time.

Through this section, executives will have access to information in the context of business and its related areas, with local and regionally relevant topics that might otherwise go unmentioned in prominent Western publications. It is Crescent Enterprises goal to fill this informational gap with a revered publication such as HBR.

Badr Jafar recently discussed the partnership in greater detail with AlIqtisadi, highlighting the importance of the Arabic language to a regional as well as global level as it relates to business. To view this article, [click here](http://www.al-qtisadi.com).

A new HBR article is placed every month on the AlIqtisadi website. To view the July article, "How to Motivate Yourself to Work When You Are Not In The Mood," [click here](http://www.al-qtisadi.com).

www.al-qtisadi.com