

CE-OPERATES

CRESCENT ENTERPRISES - GULFTAINER

Crescent Enterprises

ION: a new joint venture with Bee'ah; Tesla Model S fleet in operation

Crescent Enterprises and Bee'ah, the Middle East's leading environmental management company, launched joint venture ION – a sustainable commercial transport provider.

ION's operations include the development, acquisition and management of electric vehicle (EV) fleets for commercial use, deployed through platforms such as ride-hailing services, as well as corporate and government fleets. The newly formed entity will also potentially look to enter the sustainable energy space, in projects relating to EV charging equipment and stations and battery storage technology projects.

The joint venture will deploy extensive fleets of electric cars in the premium and economy segments to complement the transport network across nine cities in the MENA Region. With a phased rollout planned until 2020, the collaborative effort will coincide with the establishment of a regulatory framework governing the use of electric vehicles in the target markets. The company also aims to embrace a holistic approach and extend the collaboration beyond vehicles to eventually include power generation and storage products related to sustainable commercial transport.

The renewables sector is a high priority for all governments in the Gulf region. In this context, the UAE announced a decision to raise its clean energy target to 50 per cent of its energy mix by 2050, while Saudi Arabia has indicated an ambition to produce 10 per cent of its electricity from renewable sources by 2032. Across the wider MENA Region, countries such as Jordan and Morocco have also set similar targets as they aim to reduce their dependence on hydrocarbons.

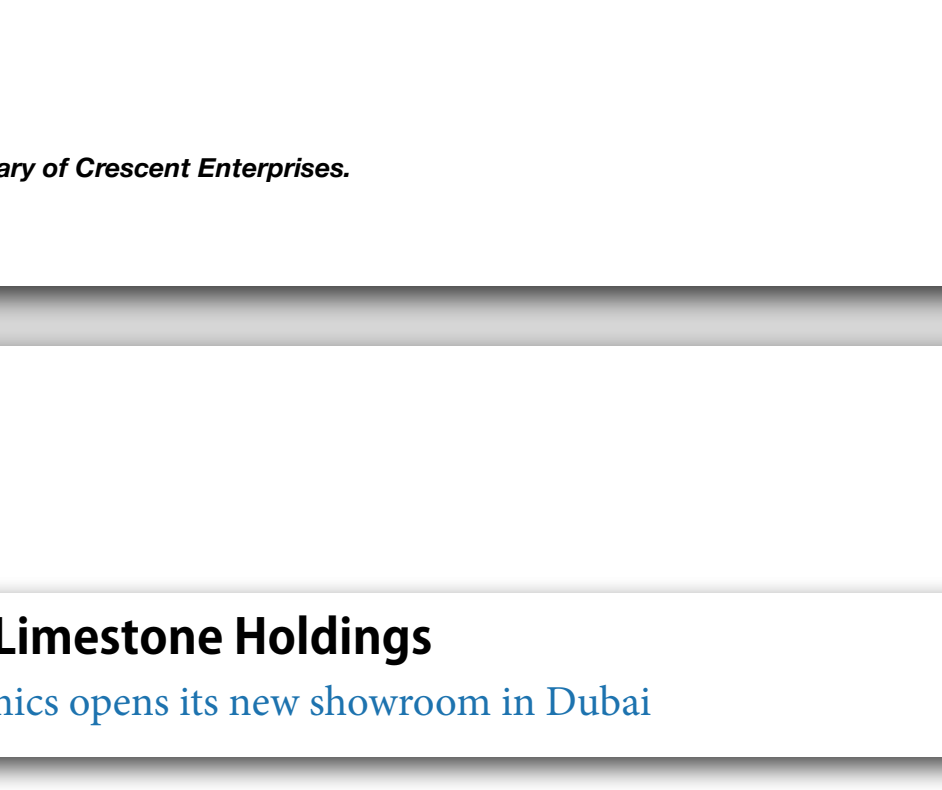
ION is operating its pilot fleet in Dubai through the ride-hailing service, Careem. The fleet comprises of Tesla S cars. The new car category 'Careem Electric' has been added on Careem's platform in May and is serviced exclusively by ION's fleet. The company is additionally in talks with regulators to expand its UAE fleet operations to Abu Dhabi and Sharjah by Q3 2018.



Crescent Enterprises signs two MoUs with start-ups AlMentor and ProTenders as part of Arab Supply Chain Impact initiative

Supporting the region's goal to bring innovation to the forefront of the Arab economy and society, the Sharjah Entrepreneurship Centre (Sheraa) has recently hosted the Arab Supply Chain Impact Initiative (ASCI's) 'Matchmaking' programme, in partnership with the World Economic Forum and the Arab Regional Business Council.

The initiative, unveiled by Sheikha Bodour bint Sultan Al Qasbi, Chairperson of Sharjah Investment & Development Authority (Shuroog), Chairperson of the Regional Business Council (RBC) and Chairperson of Sheraa, provides SMEs, startups and corporations with a real opportunity to play a significant role in transforming the current business ecosystem and leading the future. The initiative aims to harmonise the interests of key players in the region's supply chains, thus contributing to the growth of economic sectors by enabling them to meet the future needs of customers.



During the programme, the initiative announced the signing of 16 Memorandums of Understanding (MoUs) on the sidelines between major companies and small and medium-sized enterprises (SMEs).

The agreements included two MoUs signed by Crescent Enterprises with AlMentor and ProTenders, an MoU between Crescent Petroleum and Jol, two signed by Sharjah Media City (Shams) with Mondia Gallery and JuxtaPiece, and two more signed by Consolidated Contractors Company (CCC) with YallaPickup and ProTenders.

Three MoUs by the Sharjah Environment Company (Bee'ah) with Fenitah, AlMentor, and Charicycles, were signed as well, in addition to two more between Sharjah Asset Management with JuxtaPiece and Rentsher. For its part, Shuroog signed four MoUs with Rentsher, AlMentor, Charicycles, and ProTenders.

Gulftainer

Port of Wilmington's privatisation approved

Delaware's legislature approved a plan to privatise the Port of Wilmington and lease it to Gulftainer on Tuesday, 24 April.

The agreement has already been approved by the Diamond State Port Corp., the publicly owned entity that currently operates the facility, and it has the endorsement of Delaware Governor John Carney. "This is a landmark agreement to expand the Port of Wilmington, and to protect and create good-paying, blue collar jobs at one of Delaware's most important employment centers," Carney said in a statement.

Under the terms of the agreement, Gulftainer will receive a 50-year lease for the port of Wilmington and will develop a new container terminal on an adjacent state-owned brownfield property.

Gulftainer has been working to expand its presence in the U.S. since at least 2014, when it signed a 35-year agreement with Port Canaveral for the operations of a new container terminal.

Gulftainer is a subsidiary of Crescent Enterprises.

CE-INVESTS

SAMENA LIMESTONE HOLDINGS - GROWTHGATE CAPITAL

Samena Limestone Holdings

RAK Ceramics opens its new showroom in Dubai

RAK Ceramics has announced the opening of its new showroom in Dubai.

The new showroom, located along Sheikh Zayed road spans 8000 square feet and features RAK Ceramics' collection of tiles, sanitaryware, bathroom furniture, shower trays and faucets. The tiles are displayed to encourage customers to be creative when designing their own personal spaces and include complementary sanitaryware and accessories.

Super-sized slabs of 3-metres in length are also on display from RAK Ceramics' Maximus collection. The slabs have multiple applications and can be used for countertops, facades, floors and walls.

The new showroom reflects RAK Ceramics' new brand and provides customers with "Room for Imagination," further reaffirming its commitment to becoming a complete lifestyle solutions provider. The showroom opens on Sunday 6th May and customers will be welcomed by the skilled and knowledgeable sales team who will be on hand to provide suggestions and support.

Crescent Enterprises is a Limited Partner of Samena Limestone Holdings, which owns 30.6 per cent stake in RAK Ceramics.

Growthgate Capital

IrishGuard honored for blockchain payment tech

IrishGuard, the pioneer of, and market leader in iris recognition technology, was recognised for its novel blockchain retail project by winning International Innovator of the Year at the 2nd annual LendIT Fintech Industry Awards.

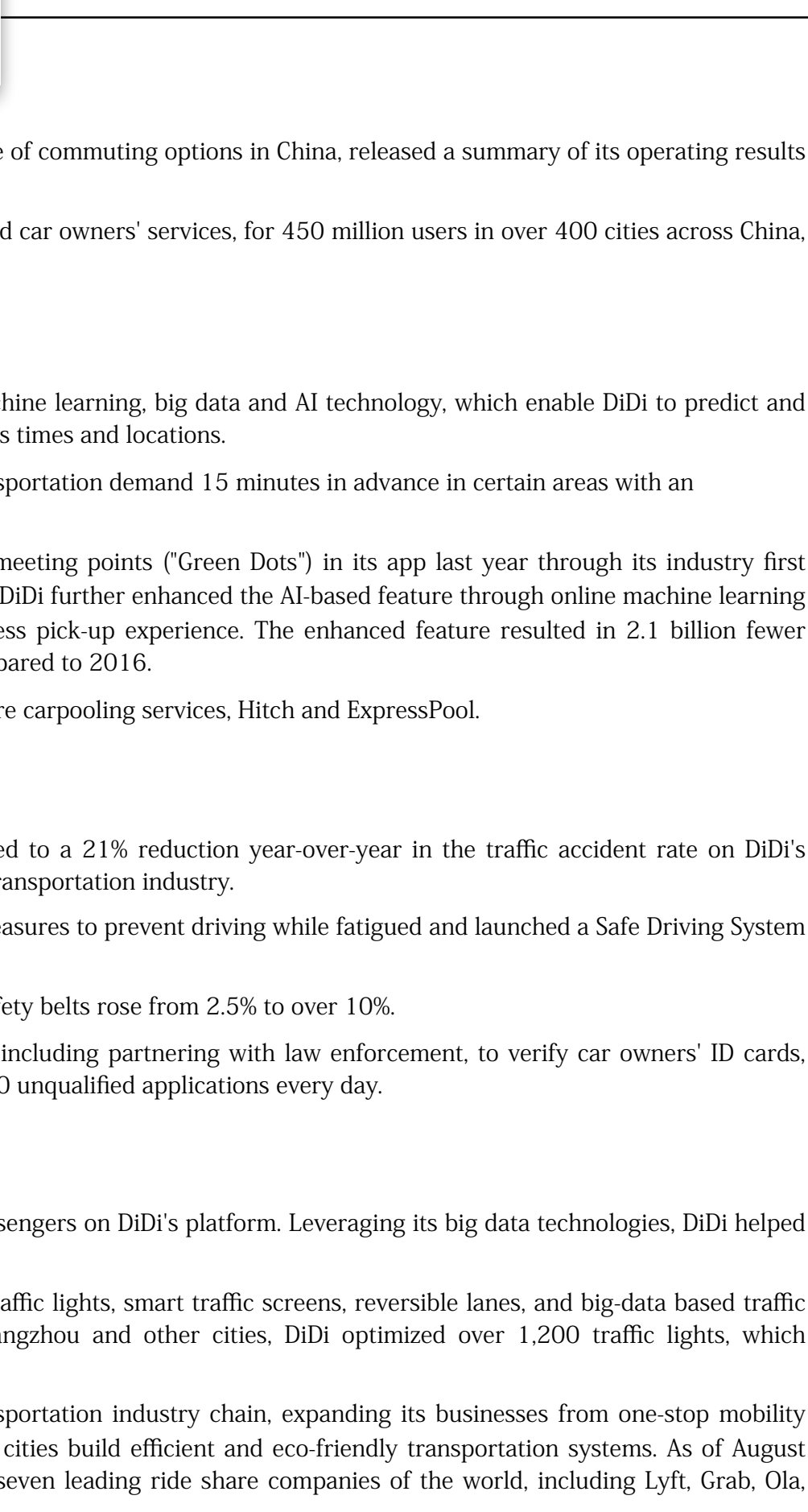
The awards, which brought together 500 fintech innovators and influencers to celebrate outstanding achievement, were part of the esteemed LendIT Fintech USA 2018 conference that took place in San Francisco between 9-11 April.

IrishGuard was awarded the win for its progressive work in securing the last mile in blockchain authentication by using a verified iris to release the 32-byte blockchain private key. Partnering with its secure EyePay® iris-enabled POS platforms, the innovation allowed processing of supermarket transactions via Ethereum secure ledger in real time.

The project has now been rolled out across five supermarkets in Jordan refugee camps, processing blockchain transactions valued at millions of dollars per month and serving over 120,000 Syrian refugee beneficiaries. It is the largest deployment in the world of blockchain involving mass numbers of people in real time and was recognised by the World Food Programme earlier this year as one of its '10 innovations changing the way the UN delivers food'.

Commenting on the win, IrishGuard's Founder and Managing Director, Imad Malhas, said: "IrishGuard has long been leading the way in iris recognition technology and iris-enabled trusted payment platforms for many years, so to be internationally recognised in this way really affirms it for us. This award could not have come at a better time for IrishGuard as we look to the future with the launch of our mobile Android phones and tablets and revolutionise the world of secure mobile payment applications."

Crescent Enterprises is a Founding Shareholder in Growthgate and provides strategic guidance through representation on the Board of Directors. IrishGuard is a Growthgate Capital portfolio company.



CE-VENTURES

HEDESOPHIA MENA - WAMDA CAPITAL

Hedosophia MENA

DiDi Chuxing 2017 highlights

DiDi Chuxing, the mobile transportation platform offering a full range of commuting options in China, released a summary of its operating results for 2017.

In 2017, DiDi completed 7.43 billion rides, excluding bike-sharing and car owners' services, for 450 million users in over 400 cities across China, which equates to five rides per person in China.

Big Data Technologies to Make Transport More Efficient

Core to DiDi's business are its technology capabilities, including machine learning, big data and AI technology, which enable DiDi to predict and match limited transportation capacity with massive demand at various times and locations.

- **Demand Prediction** – By the end of 2017, DiDi could forecast transportation demand 15 minutes in advance in certain areas with an accuracy rate of over 85%.
- **Seamless Pick-up** – DiDi provided more than 30 million virtual meeting points ("Green Dots") in its app last year through its industry first "Suggested Pick-up" feature that was launched in 2015. In 2017, DiDi further enhanced the AI-based feature through online machine learning that dynamically updated the "Green Dots" to create a frictionless pick-up experience. The enhanced feature resulted in 2.1 billion fewer phone calls between drivers and passengers prior to pick-up compared to 2016.
- **Carpooling** – Over 1.05 billion seats were shared by DiDi's two core carpooling services, Hichang and ExpressPool.

Improving Transport Safety

In 2017, DiDi launched a series of safety initiatives that contributed to a 21% reduction year-over-year in the traffic accident rate on DiDi's platform and to a level much lower than that seen in the traditional transportation industry.

- To enhance safety for drivers and passengers, DiDi introduced measures to prevent driving while fatigued and launched a Safe Driving System that monitors driving behavior.
- Through DiDi's safety education program, the use of back seat safety belts rose from 2.5% to over 10%.
- DiDi further strengthened its driver background check process, including partnering with law enforcement, to verify car owners' ID cards, driving licenses and vehicle licenses. In 2017, DiDi refused 40,000 unqualified applications every day.

Empowering the Traditional Transportation Industry

In 2017, taxi drivers provided more than 1.1 billion rides for passengers on DiDi's platform. Leveraging its big data technologies, DiDi helped the overall taxi industry improve its operational efficiency.

DiDi launched smart transportation initiatives, including smart traffic lights, smart traffic screens, reversible lanes, and big data based traffic planning, in several cities across China. In Jinan, Wuhan, Guangzhou and other cities, DiDi optimized over 1,200 traffic lights, which decreased the traffic congestion index between 10% and 20%.

DiDi is building a comprehensive platform to cover the entire transportation industry chain, expanding its businesses from one-stop mobility services to vehicle operation and car owners' services, and helping cities build efficient and eco-friendly transportation systems. As of August 2017, DiDi has built investment and technology partnerships with seven leading ride share companies of the world, including Lyft, Grab, Ola, Uber, 99, Taxify and Careem.

Hedosophia MENA's inaugural investment was in Uber China, which launched in 2014, and by the end of 2015 it was offering services in 22 of China's cities. In 2016, Uber China merged with DiDi Chuxing, the world's largest ride-sharing company. Consequently, Hedosophia MENA's holding in Uber China was converted into Series B-1 preferred shares in DiDi Chuxing.

Hedosophia MENA is a co-investment platform. Crescent Enterprises is a general partner in Hedosophia MENA and a limited partner in the platform.

Wamda Capital

Beauty ecommerce platform Golden Scent to expand following Series A funding round

Golden Scent, one of the leading Saudi beauty ecommerce platforms, plans on further growing the business after receiving a Series A funding round last December.

The investment was backed by top-tier vehicles such as Saudi Aramco Entrepreneurship Ventures, Equitrust, the investment arm of Chouriri group, Wamda Capital, and Raed Ventures, the investment arm of Almajdouie Holding.

The startup was first launched in Saudi Arabia in 2014, offering easy access to premium perfume and beauty products. With around one million visitors every month, Golden Scent has powered its way to a leadership position in Saudi Arabia's online shopping space.

According to a research conducted by Euromonitor International, the Middle East and Africa (MEA) will be the fastest-growing region in beauty and personal care products. The MEA's \$25.4 billion market will grow by over six per cent a year over the next five years.

East & Africa and Mohammed Alkandari, UAE Territory Manager, Pearl Initiative's strategic relationship with Saudi Aramco, an invaluable member of our growing network of partner companies from across the Gulf Region committed to a vision of thriving economies underpinned by a private sector that embraces good governance as a pillar of sustainable growth."

Crescent Enterprises is a Limited Partner in Wamda MENA Ventures L.

Industry Events

Governance in Focus Forum - AccessAltsAsia Dubai 2018 - MENA Roadshow Conference - Step Conference - Enterprising Youth

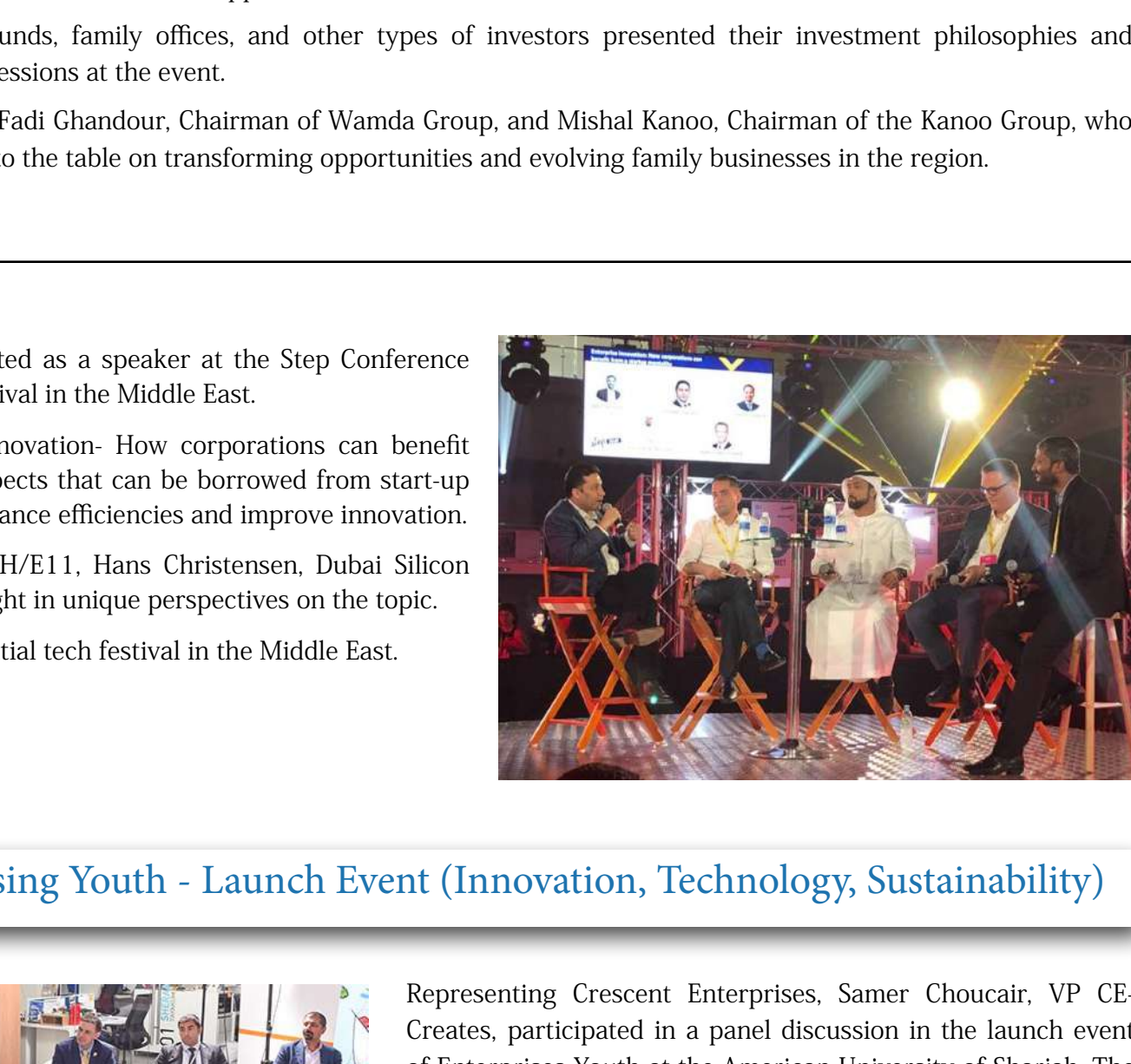
Major boost for Corporate Governance at 'Governance in Focus' hosted by Saudi Aramco

Cooperation between Government and Private Sector vital - key message delivered at Saudi Aramco and Pearl Initiative's inaugural Governance in Focus forum in held in Riyadh.

Collaboration between the Gulf Region's private sector's and government is fundamental to boosting corporate governance frameworks and enhancing the Region's economic growth – this was the key message delivered at the inaugural 'Governance in Focus' forum, which took place in Riyadh at the King Abdulaziz Petroleum Studies and Research Center (KAPSARC).

In the presence of His Excellency Khalid Al-Falih, Saudi Arabia's Minister of Energy, Industry, and Mineral Resources, the event was convened to address the essential role that the private sector plays in forging good governance strategies that are the foundation of resilient economies, and essential as the Gulf Region's economies undergo major transformations.

Private wealth in the Gulf Region has surged to over \$8 trillion dollars, and is expected to reach \$12 trillion by 2021. With 85% of the Gulf Region's non-oil GDP generated by family businesses, the region expects to see a generational transfer of wealth of over \$1 trillion over the next decade. In safeguarding the resilience of this passage of vast economic resources, sound corporate governance shall be vital.



From left: Saudi Aramco CEO, Amin Nasser; Badr Jafar, CEO of Crescent Enterprises and Founder of the Pearl Initiative; Minister of Energy, Industry and Mineral Resources, H.E. Khalid Al Falih

In his keynote address to an audience of 500 leaders in business, government and the philanthropic sector, Amin Nasser, President and CEO of Saudi Aramco, said it is a privilege to be working with the Pearl Initiative in promoting higher corporate governance standards. Saudi Aramco has been global from our very beginning – more than eight decades ago. International standards of governance have always been an integral part of what we do and how we do things. In our efforts to achieve Saudi Vision 2030 and align ourselves with its aspirations, the Kingdom's corporations and entities - regardless of size - now have the opportunity to apply or redefine its set of governance at the highest standards, which is vital for the economic transformation that's currently underway in the Kingdom."

Nasser emphasized the role of corporate governance in maintaining the highest standards of ethical conduct and promoting commitment to effective oversight, leadership, and reporting.

Badr Jafar, Founder of the Gulf-based Pearl Initiative and CEO of Crescent Enterprises, said in his welcome remarks: "This forum has brought together multi-stakeholder leaders from across the region and internationally to deliberate some of the most pertinent issues affecting our business environment today. We at the Pearl Initiative are deeply honoured to work with Saudi Aramco to shine a light on the various important roles that the government, business and philanthropic sectors need to play in creating corporate governance frameworks that support the competitiveness, inclusiveness and sustainability of our region's economies. The forum marks the beginning of the Pearl Initiative's strategic relationship with Saudi Aramco, an invaluable member of our growing network of partner companies from across the Gulf Region committed to a vision of thriving economies underpinned by a private sector that embraces good governance as a pillar of sustainable growth."

The forum's theme was 'Boosting Competitiveness in a New Business Paradigm' and focused on the business case behind corporate governance and how good governance frameworks are essential to the realisation of national agendas across the region, including UAE Vision 2021 and Saudi Vision 2030. Featuring four plenary sessions and two specialised workshops, prominent speakers from the MENA region and internationally addressed corporate governance frameworks from a variety of stakeholder perspectives.

The opening plenary 'Private-Public Dialogue on Governance' brought together esteemed panelists HE Dr. Hamad Sulaiman A. Al Bazzal, Vice Minister of Finance of Saudi Arabia; HE Ahmed Ali Al Sayegh, Chairman, Abu Dhabi Global Market; Alain G. Bejjani, CEO, Majid Al Futtaim Holding; Rick Haythornthwaite, Chairman, MasterCard; and Lubna S. Olayan, Deputy Chairman and CEO, Olayan Financing Company. The insightful discussion explored practical ways in which the public and private sectors can support each other to nurture governance frameworks that will build resilience in regional economies and provide a solid foundation for sustainable economic development and job creation.

Crescent Enterprises is a founding partner of The Pearl Initiative

Third Annual MENA Roadshow Conference



Neeraj Agrawal, Executive Director at Crescent Enterprises participated as a speaker at the 3rd Annual MENA Roadshow Conference on 29 April 2018.

In his panel discussion, he touched upon private equity and capital markets, partnering and investing in private equity, preparing companies for IPOs, as well as multilateral and DFI financing for the MENA region.

Other speakers included Dr. Tilman Kruse, Director Corporates & Funds, Europe, Middle East, Central Asia, DEG; Zin Bekkali, Chief Executive Officer, Silk Invest; and Dr. Ghaleb Mahmassani, Vice President, Beirut Stock Exchange.

AccessAltsAsia Dubai 2018

Representing Crescent Enterprises, Executive Director Neeraj Agrawal participated at the inaugural AccessAltsAsia Middle-East Members Meet in a plenary session titled 'Building Profitable Portfolios'.

AccessAltsAsia serves as a conduit between Asian alternative investment opportunities and global allocators. The meeting aimed to act as a catalyst in exchange of ideas, capital, deals and other investment opportunities between members.

As many as 40 established and emerging funds, family offices, and other types of investors presented their investment philosophies and strategies in the discussion panels and other sessions at the event.

Other key speakers from the region included Fadi Ghandour, Chairman of Wamda Group, and Mishal Kanoo, Chairman of the Kanoo Group, who brought a unique Middle Eastern perspective to the table on transforming opportunities and evolving family businesses in the region.

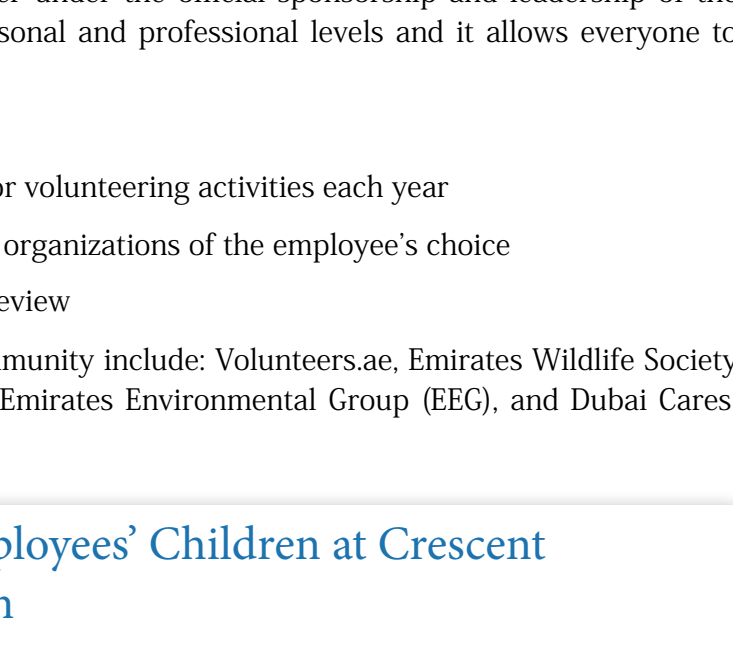
Step Conference 2018

Tushar Singhvi, VP of CE-Ventures, participated as a speaker at the Step Conference 2018, an up and coming experiential tech festival in the Middle East.

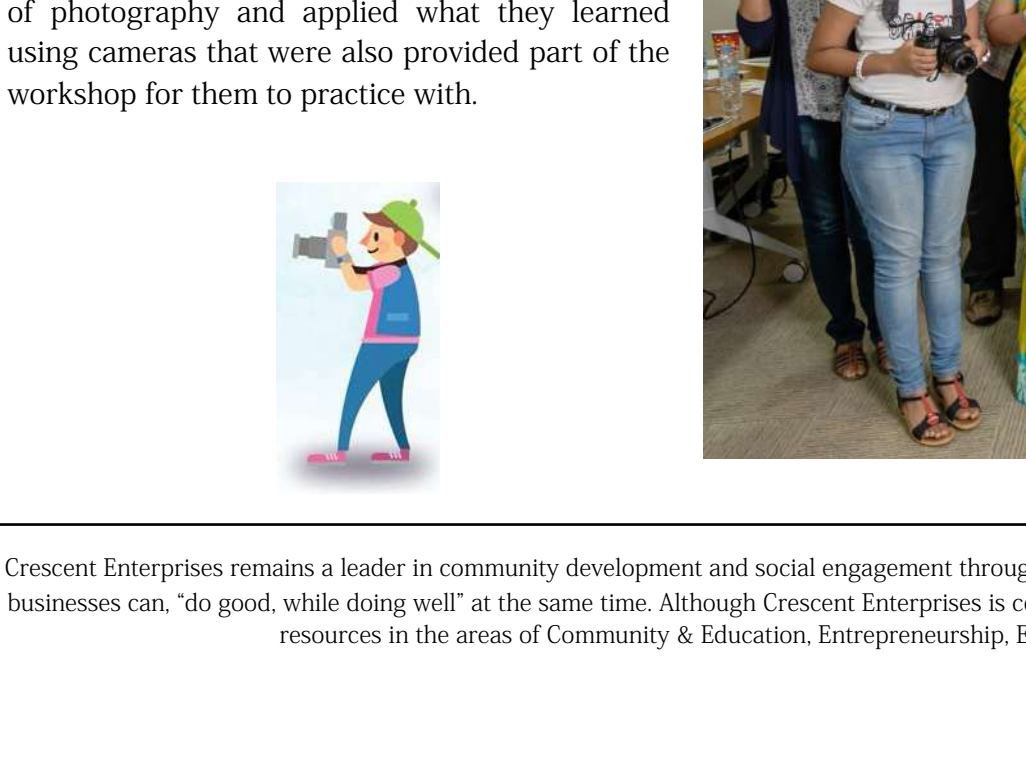
In his panel discussion titled 'Enterprise Innovation: How corporations can benefit from a start-up mentality', he highlighted aspects that can be borrowed from start-up companies, and embraced in corporations to enhance efficiencies and improve innovation.

Other panelists included Youssef Al Mulla, DH/E11, Hans Christensen, Dubai Silicon Oasis, and Sherif Tawfik, Microsoft, who brought in unique perspectives on the topic.

Step Conference is an up and coming experiential tech festival in the Middle East.



Enterprising Youth - Launch Event (Innovation, Technology, Sustainability)



Crescent Enterprises is the strategic partner for Enterprising Youth

Representing Crescent Enterprises, Samer Choucri, VP CE-Creates, participated in a panel discussion in the launch event of Enterprises Youth at the American University of Sharjah. The panel revolved around advancing entrepreneurship, innovation and economic growth for sustainable development. Enterprising Youth is a capacity building initiative built on partnerships with industry to foster the creative of youth driven innovative ideas and projects that can be launched in sustainable start-ups.

Panel participants included Cinar Kurra, CEO, Catalyst (Masdar-BP Initiative), Fadle Saad, Country Manager, HP, Gada Elkeissi, Director, Software Engineering & Analytics, GE Digital - Middle East & Africa, and Mohammed Alkandari, UAE Territory Manager, IBM, and was moderated by Dr. Ghaleb Hussein, Associate Dean, AUS College of Engineering.

CORPORATE CITIZENSHIP

EMPLOYEE VOLUNTEER PROGRAMME - PHOTOGRAPHY WORKSHOP FOR CHILDREN - COURTYARD PLAYHOUSE

New Crescent Enterprises Employee Volunteer Programme

In line with our commitment to adding value to the local community and as advocates for the importance of socially responsible businesses, we launched our new 'Employee Volunteer Programme' at Crescent Enterprises.

The aim of the programme is to motivate and enable employees to effectively volunteer under the official sponsorship and leadership of the company. Volunteering is known to improve the sense of accomplishment on both personal and professional levels and it allows everyone to contribute to building a stronger community.

The Employee Volunteer Programme at a glance:

- Full-time employees within Crescent Enterprises are eligible for two paid leave days for volunteering activities every year
- Volunteering activities must be with one of the accredited UAE NGOs or international organizations of the employee's choice
- Volunteering will be added as a core competency in employees' annual performance review

Some of our partner organisations in the UAE that engage volunteers from the local community include: Volunteers.ae, Emirates Wildlife Society in association with WWF (EWS-WWF), Emirates Marine Environmental Group (EMEG), Emirates Environmental Group (EEG), and Dubai Cares. Employees can suggest other organisations to volunteer with.

Basic Photography Workshop for Employees' Children at Crescent Enterprises in collaboration with Fann

In partnership with Sharjah International Children's Film Festival (SICFF), Crescent Enterprises hosted a workshop on basic photography for the children of employees on Saturday 12 May at our headquarters.

The workshop was facilitated by Sharjah Media Arts for Youth and Children - Fann, the organisers of the SICFF. The children learned the basic rules of photography and applied what they learned using cameras that were also provided part of the workshop for them to practice with.



Crescent Enterprises remains a devoted in community development and social engagement through its relationship with various philanthropic organisations, 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 and Culture, and Corporate Governance.

CORPORATE INSIGHTS

CEO INSIGHT - HARVARD BUSINESS REVIEW IN ARABIC

CEO Insight: Mideast corporates need to get into venture capital



Change – not the long-term gradual kind, rather the type that can be measured on a minute scale – is the undisputed reality of our times. It is the dizzying momentum of a race to stay ahead of the curve that dictates the agenda of corporates – and nations – as they endeavour to stay relevant and strive to be the best.

The winds of change sweeping across countries such as the UAE and Saudi Arabia have captured the attention of the world, with governments launching transformative national plans that embrace digitalisation, demonstrating the incredible potential of these countries as technology-driven growth hubs.

Yet, large corporates in the region have not been as quick to harness the power of technology and implement effective digital transformation strategies, despite the region's consumers being among the most tech-savvy.

Established businesses today need a long-term perspective of their relevance and impact. Given their decades of experience, do large regional companies realise that they are uniquely positioned to channel fresh purpose and vigor into start-ups, which are increasingly becoming key enablers of innovation?

As these companies consider themselves ready for disruption in the face of an increasingly digital future?

Do all great challenges, necessity leads to invention. Today, this urgent need for business sustainability is gradually leading to the growth of Corporate Venture Capital (CVC) units – arguably one of the most effective ways to realise the start-up environment.

CVCs have been in play for over a century now. One notable early example from 1918 is DuPont's investment in a then six-year-old automobile startup, otherwise known as General Motors, to complement its paint and artificial leather businesses. By 1920, the GM investment accounted for half of DuPont's total earnings.

So, while CVCs in themselves are not a new phenomenon, they are witnessing a resurgence of sorts. In the past five years alone, the number of globally active corporate venture investors has increased three-fold.

Today, 75 of the Fortune 100 companies are active players in the corporate venturing space, led by the likes of Google Ventures (Alphabet), GE Ventures, Intel Capital and Salesforce Ventures. Significantly, CVCs represent nearly a quarter of all venture deals in the US and 30 per cent across Asia.

Many businesses are increasingly engaged in their own venture capital activity as a matter of survival. If you started a company in the 1960s, its average lifespan would be about 60 years.

Today, it is down to a mere 15 years. Simply put, 40 per cent of the current Fortune 500 companies are likely to be defunct in a decade. Companies need to innovate or perish, reinforcing the cold truth that change has never moved its head, and it will never be as slow again.

At their core, CVCs are about marrying the experience of a larger enterprise with the innovative capabilities of a start-up. Corporate investors look to leverage innovation being driven by start-ups with an eye towards stimulating development of complementary products and services, gaining a head on novel technologies, or even identifying new market opportunities.

Furthermore, most CVCs are led by a mission to make strategic, long-term investments, unlike institutional venture capital funds that on average have a lifespan of 10 years. For start-ups, this presents a more resilient and patient source of capital.

Corporates can act as strategic financial investors, providing the backing and credibility of a recognised business, as well as access to their own networks.

While the number of globally active CVCs is on the rise, in the Middle East, where venture financing has been driven largely by investments from VC funds, CVCs are yet to be properly directed to benefit our start-up community.

In the UAE, for example, of the 10 most active VC investors in the past five years, only two are corporate venture capital investors. In comparison, three-quarters of the Fortune 100 companies have a dedicated CVC team.

This is a significant missed opportunity, especially as the MENA region continues to see an entrepreneurial surge. We are clearly at a juncture where large corporates need to enter the fray and play a more assertive role in strengthening the start-up ecosystem and driving the next wave of innovation and growth.

At Crescent Enterprises, CVCs are a crucial part of our long-term strategy as we prepare for tomorrow's business environment. Our CVC arm, CE-Ventures, plans to invest \$150 million in early to later-stage start-ups over the next three years.

In the last nine months alone, we have invested in eight start-ups across a broad range of sectors from medical technology, artificial intelligence, and cybersecurity to food e-commerce and automated industrial drone technology.

In addition to reinforcing our role as strategic investors combined with operational expertise across a number of key sectors, these achievements enable us to support global start-ups that can transfer and induce disruptive technologies and know-how relevant to the needs of our region.

Equally significant, we are now investing in developing home-grown entrepreneurs, who can potentially put the MENA region on the map as technology-creators, rather than merely technology-adapters. Eventually, we believe these efforts will foster the innovation that is critical to addressing some of our greatest challenges today.

As published in UAE daily newspaper Gulf News on May 9, 2018. Click [here](#) to read online

Interview with Badr Jafar in The Times of London for the Sharjah Report

No regular businessman

Colin Randall profiles Crescent Enterprises and its one-of-a-kind CEO, Badr Jafar

CEO of Crescent Enterprises Badr Jafar was interviewed for a special report on Sharjah published by The Times of London in March 2018. The report features businesses, education and cultural leaders who are fostering innovation to build a bright future for the Emirate.

[Read the interview here](#)

SHARJAH

Download the full report [here](#) (PDF, 2.67 MB)

Harvard Business Review in Arabic

"Refugees need jobs. Entrepreneurship can help."

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

With this resource, executives will have access to valuable information in business context, with locally and regionally relevant topics that might otherwise be discussed in prominent Western publications. It is Crescent Enterprises' goal to fill this informational gap with a revered publication such as HBR.

The new Renaissance Partners programme

Crescent Enterprises expanded its strategic partnership with Harvard Business Review (HBR) to support the 'Renaissance Partners' programme, which aims to make high quality business content in Arabic accessible to the Middle East region.

HBR Arabia magazine, available in print and online, features carefully curated content in Arabic, including news updates on the economy, advice columns on entrepreneurship, interviews with leading businessmen from the region, among others. While this partnership has led in developing the platform further, the main benefit on offer is the gift subscriptions that would be made available to readers who cannot afford the standard fee.

To view the above article in Arabic, [click here](#).

Learn about HBR Arabia's Renaissance Partners Program and gift subscriptions [here](#).

Crescent Enterprises is a wholly owned subsidiary of the Crescent Group.

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