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01 | CE-Operates

Charles Menkhurst appointed CEO of Gulftainer

Gulftainer, a leading privately owned, independent port operator and a subsidiary of Crescent Enterprises, has announced the appointment of Charles Menkhurst as its new CEO. Former CEO Peter Richards will continue to serve on Gulftainer's Board of Directors and lead the expansion of the company's footprint in the United States as CEO of Gulftainer USA.

In his new role as CEO of Gulftainer, Charles is tasked with oversight of the strategic growth of the company, which currently operates and manages ports and logistics businesses in its homebase in the UAE, and across Iraq, Lebanon, Saudi Arabia and the USA.

Charles Menkhurst commented: "Gulftainer is entering an exciting phase of development. We have a team of empowered professionals who are ready to write the next chapter of Gulftainer's globalization, thereby focusing on existing and new geographies and developing new services to deliver world-class maritime supply chain solutions to our clients."

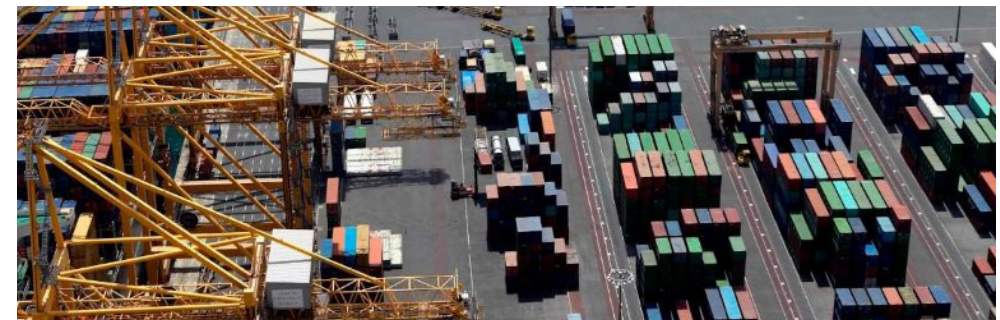


In a webinar hosted by the US-UAE Business Council, Charles joined some of the UAE's leading figures in the logistics sector to discuss the sector's ability to recover from COVID-19 challenges. [Watch the webinar](#)

GT USA welcomes Binderholz at Canaveral Cargo Terminal, Florida

Gulftainer USA (GT USA) has recently received its first shipment from Binderholz GmbH (Binderholz), a family-owned, leading European timber company with operations in Austria, Germany and Finland. Binderholz utilises cutting-edge technology and production methods, working efficiently on a sustainable basis in accordance with the no-waste principle and recovers 100% of the timber resource.

The first consignment from the European market leader in solid wood products and innovative construction solutions was delivered to the Canaveral Cargo Terminal (CCT) at Port Canaveral in Florida, USA. As part of its services to Binderholz, GT USA is also assisting with storage and inventory of the lumber at CCT, along with loading it to flatbed trucks for delivery inland. GT USA marked the inaugural vessel call from Binderholz with a special ceremony, honoring Captain Bogdan Kladnik of the MV ROSSANA with a commemorative plaque.



02 | CE-Invests

Gama Aviation awarded Ministry of Defence Royal Air Force glider contract

Gama Aviation and Atkins, a member of the SNC-Lavalin Group, have been appointed by the Ministry of Defence as the organisations responsible for supporting the airworthiness of the Viking T1 - the aircraft used by Royal Air Force Air Cadets for basic glider training.

The Viking is used at 10 locations across the UK to train Air Cadets to a sufficient standard for them to fly solo. The fleet currently comprises 48 gliders with four additional Vikings expected to be added to operations by the end of 2021. For the next two years, Gama Aviation and Atkins will support the airworthiness of the fleet, providing solutions to any issues that may arise around design standards and technical queries.

Scott McVicar, Managing Director, Europe Ground at Gama Aviation, said: "We're proud to be working with Atkins to support this platform and its valuable mission to aid the next generation of aviators to build their flying skills safely."



Averda enters India, secures contract to manage waste for Hamad Medical Corporation

Averda, the leading end-to-end waste management company in the emerging world, has announced its entry into the burgeoning Indian waste management market, starting in Amritsar.

Averda has completed a share sale and purchase of Amritsar MSW Limited, which holds a concession agreement issued by the Municipal Corporation of Amritsar, and undertakes various environmental services for waste management in Amritsar, including municipal solid waste management, waste to energy and recycling.

Averda has also secured a contract to provide comprehensive waste management services to Hamad Medical Corporation (HMC) for its various facilities across Qatar. The contract includes the provision of waste collection services to HMC hospitals, clinics, ambulatory care centres, pediatric emergency centres, staff accommodations and warehousing facilities.



RAK Ceramics upgrades its manufacturing line

In response to the growing trend of bigger ceramic floor tiles, RAK Ceramics upgraded its facility, boosting its production to meet the growing market demand. New machines were introduced to further improve and upgrade its production line. This new investment is part of the company's commitment to innovation and to provide the highest quality tiles in the market.

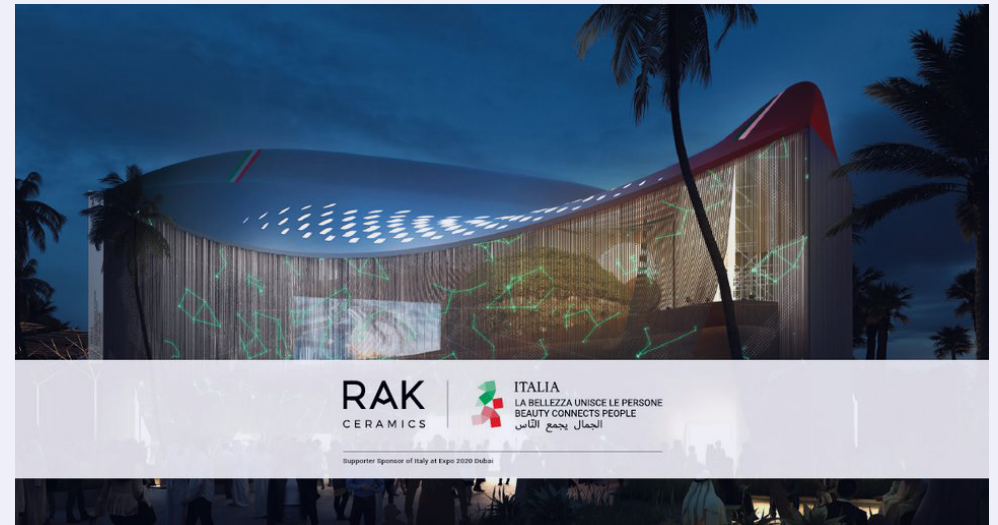


The inauguration was led by Addallah Massaad, Group CEO of RAK Ceramics, who was also joined by his senior management team.

Innovation at Expo 2020 with the Italian Pavilion

RAK Ceramics is set to join the Italian pavilion at Expo 2020 Dubai as a 'Supporter Sponsor'. The event is scheduled to run from 1st October 2021 until 31 March 2022.

The agreement has been signed between RAK Ceramics and the Commissioner General's Office for Italy. The partnership is perfectly aligned with the industrial strategy pursued by RAK Ceramics, which combines business with a keen attention to environmental issues within the framework of a development programme already in full swing. Following the start of its implementation several years ago, the programme is centred around products and processes that are both innovative and sustainable.



As a 'Supporter Sponsor', RAK Ceramics will present its lifestyle solutions for bathroom furnishings inside the Italian Pavilion, at the very heart of the first Expo organised in an Arab country.

03 | CE-Ventures

World's largest fresh fish & meat brand FreshToHome raises \$121M to expand in UAE, KSA and India

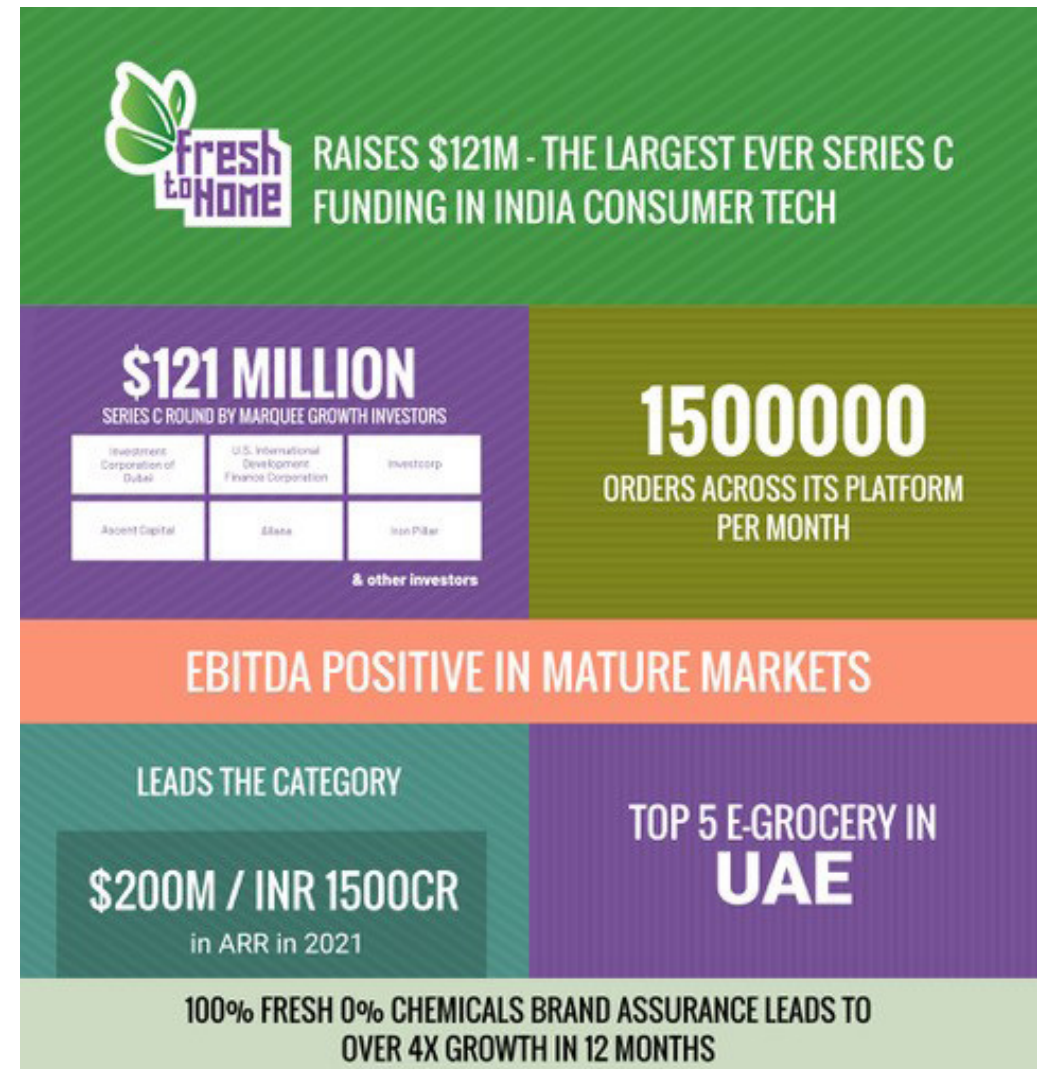
FreshToHome.com, the world's largest fully integrated online brand in fresh fish and meat e-commerce, raised \$121 million in Series C funding led by Investment Corporation of Dubai. Other investors include Investcorp, Ascent Capital, U.S. Government's development finance institution - DFC, Allana Group, and Iron Pillar.



CE-Ventures, the corporate venture capital platform of Crescent Enterprises, has previously led the Series A funding round of the growing e-commerce platform, and continues to support FreshToHome's expansion in the Middle East.



CE-Ventures led the Series A funding round and invested in the Series B funding round of FreshToHome.



Kitopi to bring Nathan's Famous to Dubai through delivery platforms

Nathan's Famous, Inc., the American tradition serving New York favorites for more than 100 years, has partnered with Kitopi, the world's leading managed cloud kitchen platform, to bring its menu to Dubai.

With plans to expand to Kuwait, Saudi Arabia and Abu Dhabi within the next six months, Nathan's Famous will introduce a new menu item, the Burj-urger, which is made with 16 angus-beef patties topped with American cheese served on a toasted buttered potato bun, to be exclusively distributed across the Middle East.

Customers in Dubai can order menu items, from Nathan's Famous classic hot dog to its new hand-dipped chicken sandwiches, through the following restaurant delivery platforms: Zomato, Deliveroo, Careem and Talabat.



CE-Ventures is an investor in Kitopi.

Didi Chuxing eyes new markets following recovery in China

Following gradual recovery in the Chinese market, ride-hailing giant Didi Chuxing is eying further expansion internationally.

Latin America is Didi Chuxing's biggest market outside of China, operating in Brazil, Mexico, Costa Rica, Chile, Colombia and Panama. Other markets include Japan and Australia, and most recently, the company launched in Russia.

Stephen Zhu, Senior Vice President and Head of International Business, said: "Didi Chuxing has leveraged experience from combating COVID-19 in China and will apply that to its other markets. Its Chinese business rebounded in July after the COVID-19 lull and this playbook will serve to revive operations in the large Latin American segment."



The company has recently partnered with WhatsApp, accepting orders directly on the chat platform. The first-of-a-kind partnership for Didi aims to give the company a competitive edge over US-based rivals in Brazil.



CE-Ventures is an investor in Didi Chuxing.

EdCast and edX give 100,000+ small businesses free access to upskilling and reskilling tools

EdCast announced a commitment to helping small and mid-sized businesses (SMBs) unlock organisational productivity and innovation by waiving access fees to Spark by EdCast that features access to edX courses and programmes for one year. This \$315 million initiative is made possible by EdCast's SMB partners — Adecco, the International Chamber of Commerce, and edX — in an effort to help SMBs overcome challenges brought on by this year's pandemic-related economic volatility.



Karl Mehta, CEO and Founder of EdCast, said: "SMBs are struggling to adapt to the new normal, facing challenges that range from health and safety to financial and employee management. By granting free access to a suite of tools that enable remote work and collaboration, EdCast and its SMB-oriented partners are pitching in to support the small business community, a critical driver of economic success."

CE-Ventures and EdCast organise Future of Work webinar

Today, organisations are faced with new realities as they adjust to the new normal. 'Unlearn to re-learn' has emerged as a strong lever in paving the way for the 'Future of Work' and building continuous learning organisations.

CE-Ventures and EdCast hosted a virtual roundtable where leading industry figures from the Middle East spoke about their experiences and perspectives on the 'Future of Work, Innovation & Collaboration in a Digital-First World'.

Dimitris Tsouroplis, Director of HR at Crescent Enterprises participated as a panellist and shared his insights into key themes, including:

- Decoding the 'Future of Work'
- Drivers of Innovation & Collaboration in the digital workplace
- Role of technology in bridging skill gaps
- Strategic shifts in the new world of work



[Watch the webinar](#)

04 | CE-Creates

ION and Sharjah Roads & Transport Authority announce sustainable ride-hailing service in Sharjah on World Electric Vehicle Day

In line with its strategic plan to provide sustainable mobility solutions and environment-friendly means of transportation, Sharjah Roads & Transport Authority (Sharjah RTA) has partnered with the UAE-based sustainable mobility solutions company ION to launch a new on-demand ride-hailing service in Sharjah, with a fleet of electric vehicles (EVs) including Tesla Model S and Model 3 by the end of 2020. The service, which was announced on World Electric Vehicle Day, will be initially available in Sharjah before expanding to the rest of the UAE.



ION was selected for this partnership due to its sustainable EV fleet, smart operations and customer-oriented back-end support. The new EV ride-hailing service will be available through a mobile application, which will offer passengers estimated time of arrival, a view of the number of available vehicles in the vicinity, and the positive carbon impact of travelling using ION's service.

ION completes successful trial of electric autonomous shuttles at Sharjah University City

ION has conducted a successful pilot trial for its NAVYA AUTONOMOUS shuttles at the University City of Sharjah, the world's largest integrated educational district in the world.

The trial, which was overseen by Sharjah Police for traffic and safety reasons, was designed to assess the operational efficiency of the driverless shuttles' capabilities within the educational district.



05

Corporate Citizenship

Crescent Enterprises offers readers access to Harvard Business Review Arabia

As part of its strategic partnership with Harvard Business Review (HBR) Arabia and in support of the magazine's Renaissance Partners programme, Crescent Enterprises is offering 2,200 Arabic readers complimentary access to quality business and management content.

Are you a student, executive or entrepreneur seeking management knowledge to achieve more and overcome day-to-day challenges? Sign up now to benefit from the complimentary 6-month digital subscription to HBR Arabia.

[Register.](#)



Crescent Enterprises supports Arabian Sights Film Festival in US for sixth consecutive year

As part of its ongoing efforts to promote cultural understanding through art, Crescent Enterprises has supported the Arabian Sights Film Festival in Washington, DC for the sixth year in a row.

In the wake of the COVID-19 pandemic, this year's festival was presented completely online, in conjunction with the Washington, DC International Film Festival (Filmfest DC), Washington's longest-running film festival.

For 25 years, the Arabian Sights Film Festival has showcased the most intriguing films exploring issues facing the Arab region. The festival has celebrated established filmmakers and also bolstered new voices in Arab cinema. Arabian Sights is dedicated to presenting timely and nuanced films in the hopes of increasing clarity and civil discourse around a region often underrepresented and caricatured in the Western film industry.



06 | Corporate Insight

Badr Jafar speaks to Harvard Business Review Arabia



Under the theme 'Sustainability in Unsustainable Times', Badr Jafar, CEO of Crescent Enterprises participated in a webinar session with Harvard Business Review (HBR) Arabia, sharing his thoughts on a diverse range of topics including the business dimension of the UAE-Israel accord, the future of oil and

natural gas, and business diversification in today's volatile markets. In part two of his webinar with HBR Arabia on November 4, Badr also discussed how businesses and philanthropists can step up to tackle MENA's challenges, why education and entrepreneurship need to adapt to meet our future needs as society, and what hope and opportunity for MENA's youth look like in a post-COVID world. [Watch the webinar](#)

Badr Jafar attends high-level meetings at World Economic Forum

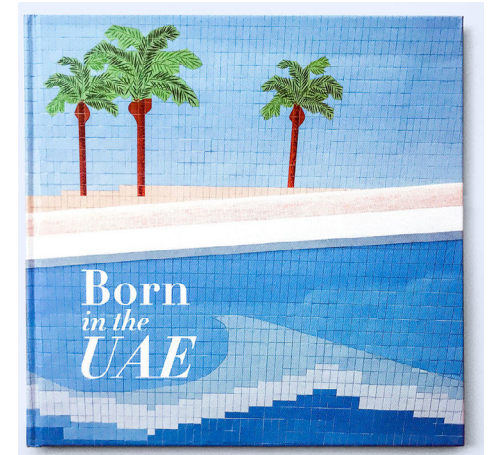
Badr also participated in a series of virtual meetings organised by the World Economic Forum to address current economic and social challenges. The high-level engagements comprised a Special Dialogue with HE Yoshihide Suga, Prime Minister of Japan, a Special Stewardship Board Meeting for the New Economy and Society Platform, and a Regional Action Group for the MENA region.

'Born in the UAE' profiles 50 of the country's most successful brands

'Born in the UAE' is a recently launched book featuring 50 of the most successful brands from the UAE. The book demonstrates the talent, leadership, creativity and strength of a number of UAE entities, including non-profit institutions and commercial organisations. It also covers many of the wonderful events and experiences coming out of the UAE, which have already made their mark on the global stage.

Two of Crescent Enterprises' subsidiaries; Gulftainer and Kava & Chai, have been profiled in the book. What has made the Gulftainer brand equally admired, from Port Khalid in Sharjah to Port Canaveral in Florida - where it signed a 35-year concession with the Canaveral Port Authority, is its long-standing commitment to Corporate Social Responsibility. Kava & Chai has also differentiated itself from the run-of-the-mill cafés around every corner by being a coffee house on a social mission.

Read the fascinating stories behind the growth and development of the 50 brands: bornintheuae.ae



Crescent Enterprises shares insights with Harvard Business Review Arabia



In an article outlining growth prospects for SMEs post-COVID-19 in the UAE, Samer Choucair, Director of CE-Creates highlighted the importance of gaining new skills that are needed to adapt to a fast-paced economy, and how SMEs are well positioned to benefit from trends catalysed by COVID-19. [Read the full article in Arabic](#)



Dimitris Tsouropis, Director of HR at Crescent Enterprises also contributed an article emphasising the need to prepare employees for the future of work, highlighting the millions of jobs that may be lost by 2025, and the many others that will be created. He advised students to choose a field of study that is immune to what the future holds. [Read the full article in Arabic](#)

07

Harvard Business Review Arabia

Tips to avoid work-from-home burnout

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 and management content.

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



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



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