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# 01 | CE-Operates

## Gulftainer appoints a new Chief Financial Officer

Gulftainer, one of the world's leading privately owned independent port operators, has appointed Javier Echeverria as its new Chief Financial Officer (CFO) to support its continued growth and international expansion.

In his previous role, Echeverria served as Regional Finance Manager of the Euromed and Americas region for the Singaporean company PSA, based out of Antwerp, Belgium. He managed a multi-billion business driving its financing strategy and performance since 2019, with a portfolio of assets spanning 11 countries including the US. Echeverria joined PSA in 2014 to lead the finance function for the Latin America region based in Panama. He has a track record of delivering profitable growth for supply chain companies. Echeverria holds business degrees from INSEAD and IESE Business School.

"I am excited to join Gulftainer, which has a strong reputation in the market for its operational excellence. I look forward to executing the company's priorities, as well as accelerating growth and enhancing value for all stakeholders. I am inspired by the team's dedication to solid strategic growth, while positively impacting the world, as well as the company's commitment to employees and customers," said Echeverria.



## Gulftainer announces Simfoni as its digital procurement partner

Gulftainer has selected Simfoni for the implementation of a digital procurement transformation across its business. The leading port operator currently runs port operations and associated logistics activities across the UAE, KSA, Iraq and the US.



Simfoni, a next-generation digital solutions provider for procurement analytics and spend automation, specialises in the provision of digital technology that streamlines the procurement process, reducing both process costs and third-party expenditures.

Simfoni's uniqueness does not only lie in its tech offerings, but also in having its own team of implementation support and buying resources effectively, providing a one-stop shop for the entire eProcurement transformation process.

Pietro Nesti, Engineering - Procurement Head at Gulftainer, said: "eProcurement implementations are notorious for poor levels of adoption and complications with configuration. The Simfoni system was configured and operational within the first week, and we are reaching over 80% adoption in our second month of implementation."

# 02 | CE-Invests

## Samena Limestone sells stake in RAK Ceramics

Samena Limestone Co. has sold its entire shareholding in RAK Ceramics amounting to more than 174 million shares, to Falcone Investments LLC.



The stake sale, which represented 17.55% of RAK Ceramics' share capital, takes Falcone Investments' shareholding to 20.4% of the total share capital, the Ras Al Khaimah-based ceramics and tiles manufacturer has said in a filing to Abu Dhabi Exchange, where its shares trade.

## Gama Aviation achieves record-breaking Sharjah FBO

Gama Aviation's Fixed-base Operator (FBO) at Sharjah, UAE, has been breaking records. Since Gama's new strategic alignment to focus on defined core markets, and utilising its local Business Aviation team led by Managing Director Janine Tombs and with Tom Murphy heading the FBO Services, its Sharjah FBO has seen record volumes.



In its time based in Sharjah, Gama Aviation's record volume month was April 2018. However, the company has already eclipsed that level twice in 2021. March 2021 was 5% higher than the previous record and May bettered those figures by 20%. June 2021 is set to further raise the bar. This is testament to the widely held market view of increasing demand for business jet travelers.

# 03 | CE-Ventures

## C3 partners with Kitopi to expand presence in Middle East

C3 (Creating Culinary Communities), the revolutionary tech-enabled food and beverage platform, has announced plans to expand into the global marketplace through a partnership with Kitopi, the world's largest managed cloud kitchen platform.



As part of the initial launch, C3, a leader in the virtual ghost kitchen space, will license 10 of its digital restaurant brands to Kitopi including Umami Burger, Sam's Crispy Chicken and Krispy Rice. This strategic partnership marks C3's first international development, introducing the company's popular concepts to consumers in the UAE, KSA and Kuwait, with additional markets to come through Kitopi's network throughout the Middle East and Asia. All C3 concepts available through Kitopi's cloud kitchens will be powered by CITIZENS GO, a revolutionary mobile app developed by C3 and Lunchbox which enables users to group orders from multiple C3 brands into a single cart, without any hidden delivery fees.

## Vezeeta to expand across 100 cities in five years

Vezeeta, the leading digital healthcare booking platform and practice management software in MENA, has announced plans to expand in 100 cities over the coming five years, according to Founder and CEO Amir Barsoum.

The company also aims to increase the number of registered doctors on its platform to 60,000 doctors.

Barsoum said that the platform is serving around 30 million patients a year, especially in highly populated markets such as Nigeria. He further noted that the company intends to start talks on new financing deals by the end of 2021 to facilitate its expansion across Africa.

**Vezeeta.com**

Vezeeta.com is pioneering the shift to automated physician, clinic and hospital bookings, making healthcare easily accessible in the region.

With over 200,000 verified reviews, patients can search, compare, and book doctors in just one minute. Doctors also provide patients with seamless healthcare experiences through Vezeeta's clinic management software. Vezeeta currently operates in Egypt, KSA, Jordan, Lebanon, Kenya and Nigeria.

# Anomali partners with Australian threat intelligence provider to strengthen cyber defences

Anomali, the global intelligence-driven cyber solutions provider, has partnered with Australian threat intelligence company Cybermerc, utilising Anomali's merged solutions to strengthen Aushield Defend, Australia's national threat investigation and sharing platform that protects organisations against the latest cyber threats.



"The entire Asia Pacific region is inundated with cyber attacks. Businesses are keenly aware of how damaging threats like Olympic Destroyer can be and know that Advanced Persistent Threats, backed by hostile nations, are always looking for ways to penetrate networks. I'm excited to be aligning with a company known and trusted for defending Australian networks against the most sophisticated cyber attacks," said Stree Naidu, Anomali's General Manager for Asia Pacific and Japan.

Canberra-based Cybermerc is committed to lifting the cyber capability of all Australian organisations. The company's mission is to build a collective cyber defence by connecting Australian government, industry and academia.

Aushield Defend provides an enhanced intelligence feed of analysed data from a wide range of sources, including Cybermerc's own sovereign security technologies. Defend provides organisations with information on the latest attacks, key risks and the Indicators of Compromise (IoC) needed to protect Australian networks.

# Cohesity brings Backup as a Service to Europe

Cohesity, a software developer that allows IT professionals to backup, manage, and gain insights from their data across multiple systems or cloud providers, has announced the launch of its Backup as a Service (BaaS) offering, DataProtect delivered as a Service, to customers in Europe.

Hosted on Amazon Web Services, Inc. (AWS) in Europe, the offering gives enterprise and mid-size customers another radically simple way to back up data, eliminate silos, and drive down capital expenditure costs, while Cohesity takes care of managing the underlying infrastructure.

Thousands of customers globally already rely on Cohesity DataProtect to back up their data on-premises or in cloud environments that they manage directly. Now, they have even more choice in how to consume the value Cohesity provides with this SaaS-based solution, all of which can easily be managed through one user interface on the Cohesity Helios multicloud platform.



# 04 | CE-Creates

## BreakBread gears up for launch

BreakBread, a digital hub for curated home-based food experiences, is set to launch in the UAE during Q4 2021.



As the UAE remains on track in administering vaccinations for the full population, BreakBread represents an opportunity for people to continue dining in a hygienic manner and make a living by generating an income from home. The latest incubated business of CE-Creates plans to expand to global markets such as London, subject to easing restrictions.

BreakBread has been undergoing rigorous testing while the supper club space was recovering quicker than restaurants since 2020.

BreakBread is on a mission to connect and unite talented cooks and food lovers around a central idea; 'food is best experienced home-cooked and shared'. The platform connects passionate cooks to adventurous foodies around the city to celebrate the simple joy and comfort of a shared home-cooked meal.



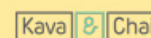
BreakBread is a wholly owned subsidiary of CE-Creates.

## Kava & Chai reopens at Crescent House, appoints new CEO

Kava & Chai, the home-grown specialty coffee and tea house projecting the best of Arab culture and traditions, has reopened its kiosk at Crescent House, catering to staff upon their return to office. It has also appointed new CEO Mike Butler to support the expansion of the brand regionally and internationally. Mike brings 20 years of experience in F&B and retail in MENA and the UK.

The specialty coffee and tea house introduced a new online ordering system, allowing staff to order and track their favourite food and drinks, and collect their orders from the kiosk to avoid waiting and maintain social distancing.

Kava & Chai's combinations and traditional offerings take 'melting pot' to a whole new level. It fuses the ingredients of Middle Eastern spice racks, foodies' cabinets, and grandparents' gardens, making original concoctions with authentic roots.



Kava & Chai is a wholly owned subsidiary of CE-Creates.

# 05

## Corporate Citizenship

### Crescent Enterprises supports Arabian Sights Film Festival for the 7th consecutive year

In line with its commitment to promoting creativity and building cultural bridges through the arts, Crescent Enterprises has once again supported the Arabian Sights Film Festival this year, for the seventh year in a row.



In the wake of COVID-19, this year's festival, similar to last year's, was presented online, in conjunction with the Washington, DC International Film Festival (Filmfest DC), Washington's longest-running film festival. This year, the Arabian Sights Audience Award went to the Lebanese film Broken Keys, directed by Jimmy Keyrouz. This film was Lebanon's entry to the Academy Awards.

For 26 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 caricaturised in the Western film industry.

### Sheraa celebrates five years of working alongside its founders to build businesses with heart

As a founding partner of the Sharjah Entrepreneurship Center (Sheraa), Crescent Enterprises has joined Sheraa in celebrating five years of impact across the regional entrepreneurial ecosystem.

Sheraa has been working diligently alongside its founders to build businesses with heart, to inspire a community of passionate changemakers, and to ultimately co-create Sharjah's entrepreneur-first ecosystem.



مركز الشارقة لريادة الأعمال  
Sharjah Entrepreneurship Center

Click [here](#) to watch a video summary of Sheraa's impact.

# 06 | Corporate Insight

## Badr Jafar calls for the creation of a Gulf Corporate Philanthropy Network



Speaking at the World Economic Forum's Jobs Reset Summit, Crescent Enterprises' CEO Badr Jafar has called for the creation of a Gulf Corporate Philanthropy Network to encourage all businesses to embrace the transformative power of strategic corporate giving, as businesses across the region and the world play a leadership role in the post-pandemic economic recovery.

Jafar, who is also the Founding Patron of the Centre for Strategic Philanthropy at the University of Cambridge, said: "Beyond the ill-effects of the pandemic, it provided many with an opportunity to fundamentally rethink the status quo in relation to the role of business in society, with a greater acceptance of

the notion that business really has no other choice but to be at the forefront of addressing our social and environmental challenges."

## Forbes ME names Crescent Group amongst region's Top Family Businesses

Forbes Middle East has named The Crescent Group as one of the Middle East's Top 100 Arab Family Businesses. The Group operates a portfolio of more than 25 diversified companies across nine sectors with a presence in over 22 countries through its two main wholly owned subsidiaries: Crescent Petroleum and Crescent Enterprises.



Crescent Petroleum is the first and largest private upstream oil and gas company in the region. It is also the founding and largest shareholder in Dana Gas, a publicly listed private-sector natural gas company in the Middle East.

Crescent Enterprises operates under four platforms: CE-Operates, CE-Invests, CE-Ventures, and CE-Creates, which span diverse sectors including ports and logistics, power and engineering, food & beverage, business aviation, and across verticals such as private equity, venture capital, and business incubation.

# 07 | Harvard Business Review Arabia

## Making the leap to entrepreneurship

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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#### **About Crescent Enterprises:**

Crescent Enterprises is a multinational company headquartered in the United Arab Emirates. We operate under four platforms: CE-Operates, CE-Invests, CE-Ventures, and CE-Creates, which span diverse sectors including ports and logistics, power and engineering, food & beverage, business aviation, and across verticals such as private equity, venture capital, and business incubation.