

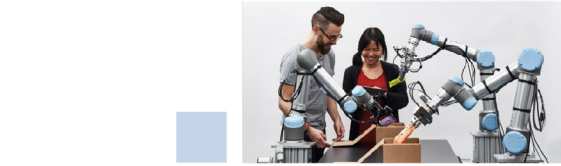


In this issue

01 CE-Operates **02** CE-Invests

03 CE-Ventures **04** CE-Creates

05 Corporate
Citizenship **06** Corporate
Insights



01 | CE-Operates

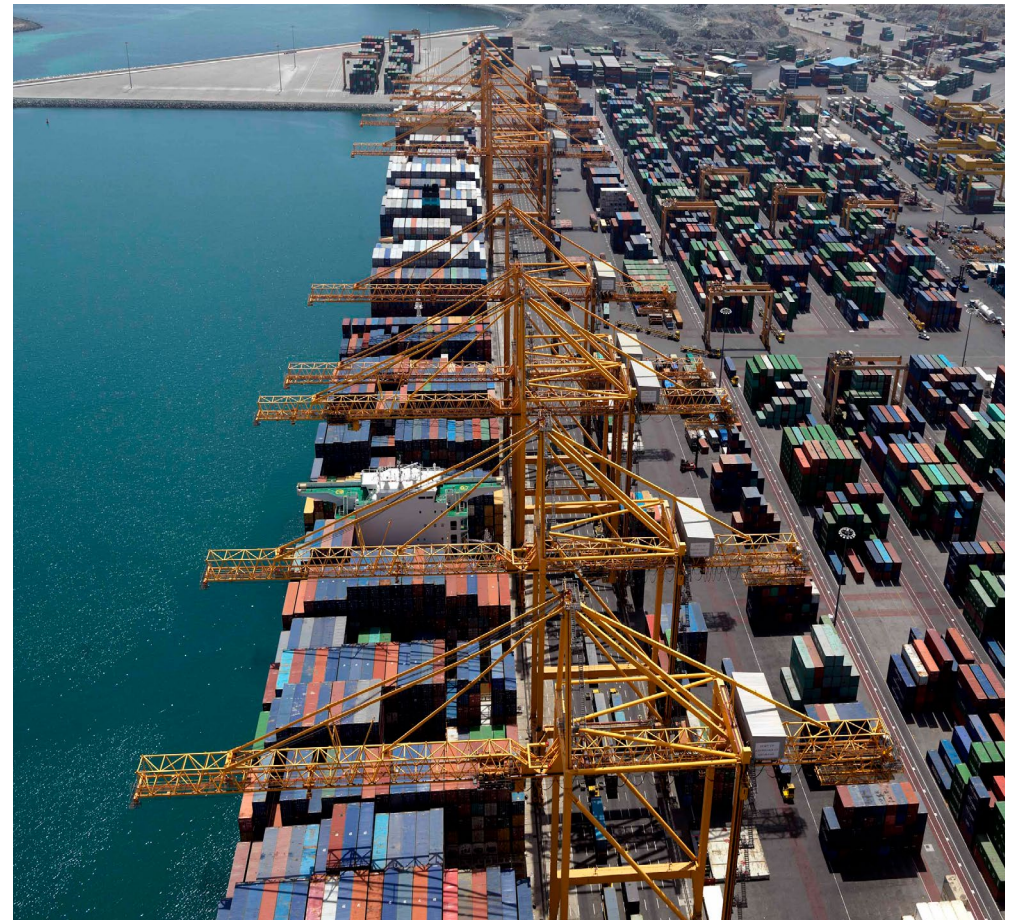
Sharjah Container Terminal sets a new productivity record

Sharjah Container Terminal has set a new productivity record of 35 gross moves per hour (GMPH), beating the previous record by 21% and significantly outstripping the industry standard of 30 GMPH in the region. The increase in productivity also positively impacts sustainability efforts, with fuel consumption reduced by 7% per container, increasing customer service levels related to higher productivity levels, and reducing operational expenditure.

The UAE terminals have long been the proving ground for Gulftainer's group-led process excellence (PEX) initiatives, tasked with driving significant productivity, safety, and efficiency gains to improve customer service levels and long-term business sustainability.

The goal of operational excellence is to continuously look for ways to improve and this extends to getting employees to learn and adapt to new methods of solving problems, enhancing business performance, and aligning the workplace culture, business goals and strategies. Excellence is not an act, it's a habit.

Jonathan Grace
Managing Director, Gulftainer's UAE



02 | CE-Invests

Gama Aviation announces joint venture, and new hangar facility

Gama Aviation Plc, announced that it has entered into a joint venture with Peter Bond to pursue rotary opportunities. The Joint Venture has won its first contract to support the offshore operations of an international oil & gas customer in the southern North Sea for a five-year period. The Joint Venture and this new contract are central to Gama Aviation's strategy to grow its position in Rotary Special Mission both onshore and offshore.

Gama Aviation has also acquired through its wholly owned US subsidiary, Jet East, a maintenance, repair and overhaul ("MRO") hangar facility in Statesville, North Carolina, adding to its extensive coast-to-coast maintenance network. The c. 90,000 sq ft facility, comprising a c. 55,000 sq. ft. hangar plus c. 35,000 sq. ft. of workshops and offices has been acquired for a cash consideration of USD 3.5 million. The Group is expected to invest a further USD 1.5 million in equipping and standing up the facility with the investment being funded from existing cash resources and facilities. Simultaneously, it has also secured a long-term ground lease from Statesville Airport for the site on which the hangar is located, allowing for the future growth of the facility.



Averda partners with KAUST for sustainable waste management

Averda, and King Abdullah University of Science of Technology (KAUST), announced the signing of a new contract for a waste management facility and services that will provide sustainable waste management solutions for the University, with zero-waste goals projected by 2025. Averda will manage all aspects of solid and hazardous waste, including recycling, sorting, waste transfer and disposal.

Since 2015, Averda has worked with KAUST to design and deliver an integrated waste management service for its campus facilities and residential neighbourhoods that matches the needs and sustainable goals of the university. During this time, over 3,500 tonnes of waste has been recycled, including 1,332 tonnes of cardboard, 227 tonnes of paper, 357 tonnes of plastics, 614 tonnes of metals and 243,000 litres of different types of oil. Averda's new 10-year contract with KAUST will support the university's zero-waste-to-landfill target even further, recycling and recovering 100% of unavoidable municipal waste by-products with a one-stop, integrated materials recovery facility (MRF) and streamlined processes for collecting, sorting and bundling waste.



03 | CE-Ventures

Tarabut Gateway to break through Saudi fintech space as open banking launches

Tarabut Gateway is strengthening its presence in Saudi Arabia with partnerships and operations to support open banking. The Kingdom's fintech sector is about to witness a huge opportunity, with open banking launching in the first quarter of 2023. Open banking enables third-party developers to link applications and services to financial institutions by creating data transparency. The company has been the leading business-to-business regional infrastructure provider for open banking with operations in the UAE, Bahrain and the Kingdom. In an exclusive interview with Arab News, Abdulla Al-Moayed, CEO and founder of Tarabut Gateway, said that the company has already established multiple partnerships with fintech companies and banks in the Kingdom with plans to establish a local headquarters by March 2023.

From Al-Moayed's point of view, open banking is about the customer, as it allows individuals to have complete control over their financial data by granting or revoking access to that data. "In the case of Saudi Arabia, we do everything from supporting the banks to preparing themselves for this new phenomenon of open banking by helping banks build the required infrastructure to be able to entertain and interact with these new licensed third parties," he added. Al-Moayed further explained that the Saudi Central Bank, also known as SAMA, has provided licensing to more than a dozen fintech companies, and more than 80 companies are registered in SAMA's regulatory sandbox.



We will be building an entire country-specific operation in Saudi Arabia catering to that specific market. We are absolutely excited about the size of the market and the opportunity that it presents.

Abdulla Al-Moayed
CEO & Founder, Tarabut Gateway

Cohesity & Lenovo expand partnership to strengthen cyber resilience & simplify data management

Building on their global reselling relationship established in 2021, Cohesity and Lenovo have now teamed up to deliver pretested and certified solutions bringing Cohesity's modern data security and management platform on Lenovo's ThinkSystem servers. The expanded partnership delivers validated solutions designed to protect enterprise data from on-premises to the cloud and address three of today's highest-priority business issues— security, cloud, and data management.

Cohesity's Regional Director MEA, Gregg Petersen, said: "Our expanded partnership with Lenovo brings together two industry leaders to offer our customers a simple and seamless experience. The partnership also enables customers to confidently strengthen their cyber resilience by protecting and, if necessary, rapidly recovering business-critical data wherever it resides from on-prem, hybrid, multi-cloud, and edge environments." Customers will benefit from simplified ordering processes and a faster time to value, as the integrated solutions and their technical interoperability have been certified.



“Protecting critical data and extracting business value from it poses significant challenges for enterprises. Legacy approaches to data security and data management with piecemeal Solutions Lead to operational complexity and cyber exposure while adding costs and compliance risks.”

Gregg Petersen
Regional Director MEA, Cohesity

04 | CE-Creates

World of Farming and Circular Farming

Since launching earlier this year, World of Farming(WoF) has successfully completed the first prototype of its patent-pending circular farming methodology, that uses artificially intelligent tracking software technology, currently in private BETA. WoF was recently awarded its first customer contract to build, operate and manage a fully integrated circular farm in the UAE with a total output of 3,000 metric tonnes of fresh animal feed all year round.

"We are seeing growing investor appetite for climate change, and driving more engagement on green investment opportunities, but there are still several challenges to overcome along the way. This includes creating greater awareness and mass market acceptance about adopting new and nonconventional grades of animal feed"- Dr. Walid Saad, CEO, World of Farming.



The company plans to secure more funding to further grow and scale its operations in the UAE and the wider MENA region, including Saudi Arabia. WoF is simultaneously working with a number of local universities to empower youth and engage them in research and development programmes. WoF wants to engage with these young innovators and give them the opportunity to develop local solutions that support the UAE's national food security strategy.

Kava and Chai launches special winter menu

Kava and Chai, the UAE homegrown specialty coffee and tea house, has launched its limited-time menu of winter favourites this season. The menu includes the pumpkin spiced latte and frappe, the salted caramel latte, its uniquely flavoured raspberry hot chocolate, and a range of desserts to complement Kava and Chai specialty coffee and premium tea.

Mike Butler, CEO of Kava and Chai, said: "We're pleased to launch our new Winter Festival menu to coincide with December's celebrations. We're staying true to our specialty coffee roots by putting a festive twist on our signature blends and ensuring our customers enjoy more of the drinks they love."

Kava and Chai's festive winter menu is available at the Mall of the Emirates and all outlets in Sharjah and Dubai and via delivery platforms — Talabat, Careem and Deliveroo.



05 | Corporate Citizenship

CE-Ventures partners with Sheraa for Sharjah Entrepreneurship Festival 2022

CE-Ventures, the corporate venture capital platform of Crescent Enterprises announced its partnership with Sharjah Entrepreneurship Centre (Sheraa) for the 6th Sharjah Entrepreneurship Festival 2022 that took place in Sharjah Research Technology and Innovation between 17th – 18th December. Under the patronage of Sheikha Bodour Al Qasimi, Chairperson of Sheraa, the festival connected entrepreneurs, investors and changemakers to drive collaboration and spark innovative ideas to create an impact. The festival also hosted a diverse range of workshops, activities and talks aimed at providing aspiring entrepreneurs with the knowledge and tools to steer their businesses towards success.

Speaking ahead of the event, Ghada Abdelkader, Senior VP of CE-Ventures said, "Sharjah Entrepreneurship Festival is an essential catalyst to the start-up ecosystem, and we are delighted to be part of the drive to encourage entrepreneurship and innovation across the region. We look forward to engaging with start-ups that seek to address the world's greatest challenges, such as climate change, sustainability, and equality."

The festival included several diverse zones and stages where start-up businesses showcased their offerings to industry giants and investors. Among the businesses attending the event were World of Farming, a UAE homegrown AgriTech company that creates smart farming solutions to aid and support food security challenges; and BreakBread, a digital platform aimed at connecting food enthusiasts, hosts, and talented cooks through home-cooked meals. Both businesses are incubated within CE-Creates' joint venture, hatch & boost Ventures.



Crescent Enterprises recognised during AUS Corporate Appreciation Gala

American University of Sharjah (AUS) hosted its annual Corporate Appreciation Gala on November 2 to recognise its corporate supporters of advancement and to celebrate the impact of their engagement. Leading international, regional, and local corporate entities were recognised during the event that was attended by over 100 business leaders and senior executives. Crescent Enterprises was among the corporations awarded for their continuous support. The event also recognised campus-wide corporate engagement support towards advancement efforts of AUS throughout the academic year 2021–2022. Dr. Susan Mumm, Chancellor of AUS, expressed her appreciation to the companies and organizations recognized at the event.

"A partnership goes both ways. As we build partnerships and explore future collaborations, our students and faculty continue to have the opportunities of mutually beneficial initiatives with leading companies and organisations like yours. These mutually beneficial partnerships can produce ground-breaking research and innovation that drives economic growth, and creates a more skilled workforce," Chancellor Mumm said.

Organised by the Office of Advancement and Alumni Affairs (OAAA), the event included an appreciation ceremony where Chancellor Mumm recognised major donors for their continuous support and generous contributions towards scholarship or research at AUS. Ghada Abdelkader, Senior-VP, Crescent Enterprises, received the Impact Leaders award for her personal contributions towards advancing the relationships between Crescent Enterprises and AUS.



Crescent Enterprises participates in Dubai Fitness Challenge 30x30

Crescent Enterprises participated in the annual Dubai Fitness Challenge, with more than 700 Hours clocked throughout the month. Signifying the importance of well-being to the company, the top 3 participants were awarded by Crescent Enterprises for their dedication and efforts in raising awareness around health and exercise and leading a healthy lifestyle. All it takes is 30 minutes a day!



06 | Corporate Insights

NYUAD and Pearl Initiative host prominent philanthropists to drive the conversation on strategic giving in the Gulf Region and South Asia

NYU Abu Dhabi's (NYUAD) Strategic Philanthropy Initiative (SPI), in partnership with the Pearl Initiative, hosted an interactive discussion focused on trends in regional philanthropy. The talk highlighted the opportunity to see philanthropic capital as risk capital to pave the way to achieving sustainable and scalable social impact, further strengthening and promoting strategic giving in the Gulf region and South Asia. The session featured prominent philanthropists from the Gulf region and South Asia including HE Huda I. Alkhamis-Kanoo, Founder of the Abu Dhabi Music & Arts Foundation and Founder & Artistic Director of Abu Dhabi Festival; Badr Jafar, CEO of Crescent Enterprises and Founder of the Pearl Initiative; Mariët Westermann, Vice Chancellor of NYU Abu Dhabi; Nandan Nilekani, Co-founder and Chairman of Infosys; Rohini Nilekani, Chairperson of Rohini Nilekani Philanthropies; John McCaffrey, President of the Galileo Foundation and Shoshana Stewart, President of Turquoise Mountain. The event highlighted the growing role of philanthropy in the Gulf region and South Asia and collaboration as a key component of effective giving.

According to a recent report by the Centre for Strategic Philanthropy at the University of Cambridge, philanthropic giving in the Gulf region is estimated to be in the range of USD 210 billion annually. Nandan Nilekani commented: "Philanthropic organisations and individuals across the world are bringing about extraordinary impact. Rather than working in a silo, we can collectively benefit and learn from each other by sharing expertise, experiences, and lessons learned to strengthen institutions, leadership and society as a whole." Badr Jafar, who is also the Patron of the Strategic Philanthropy Initiative at NYUAD, spoke about the importance of empowering the next generation of strategic philanthropists, stating: "Both the Gulf region and South Asia have cultures that are deeply rooted in humility and discretion in giving, which often overrides the importance of speaking of one's philanthropies more openly."



“With Asia set to face the largest intergenerational wealth transfer over the next 20 years with USD 26 trillion expected to be passed to the next generation, there’ll be no shortage of philanthropic capital and new philanthropists eager to make a social impact. This, in turn, stresses the importance of more targeted philanthropy and the need for enhanced governance structures to maximise the impact of giving in the region.”

Badr Jafar
CEO, Crescent Enterprises

Supply chain: where do opportunities lie in the wake of the crisis?

Two years after the pandemic, the global supply chains are still reeling from the shock and disruption brought about by the adversity.

Labour shortages, container displacement and bottlenecks have created immense challenges for the global freight movement, which were further amplified by the conflict in Ukraine.

Nevertheless, “in the middle of difficulty lies opportunity,” as Albert Einstein once said, which is proving to be incredibly accurate during current times. While crises force the hand of change, uncertainty can offer innovation the ideal conditions to thrive, enabling businesses worldwide to benefit from recalibrating their visions to stimulate future economies.

As we navigate current supply chain disruptions, we must again turn the tables, by leveraging our geographical east-west prime position, reputation, and resources to further capitalise on the opportunity and cement the region's position as a global manufacturing hub. The world's largest privately owned independent port operator GulfTainer invested over USD 50 million last year in Saudi Arabia's Jubail Commercial Port and USD 37 million in upgrading port infrastructure in the USA.

Meanwhile, the global 3PL service provider Momentum Logistics has replaced its entire UAE transportation fleet with new fuel-efficient trucks to boost its efficiency and propel the shift to sustainable transport solutions.

In addition to fostering investment from established global companies, we must also focus on ensuring the private sector is attractive to investors and promote entrepreneurship and eagerness for innovation.

With global e-commerce sales projected to reach USD 7.4 trillion by 2025, supply chains, transport, warehousing and logistics must ready themselves for the accelerating consumer demand. Almost 50% of the UAE's population is below the age of 35, which offers an ideal opportunity to capitalise on the younger generation's digital skills to develop technology-focused sectors and industries such as manufacturing and e-commerce.

Acknowledging the public-private sector collaboration's potential to solve the world's most significant problems was one of the pandemic's key outcomes. Leveraging cross-sector opportunities will drive economic growth and boost the region's competitiveness and is essential to achieve regional and international net-zero targets.



“Creating an environment for start-ups to grow and prosper will strengthen the logistics sector, the economy's backbone. Investing in and adopting new technologies such as the Internet of Things (IoT), 5G, and AI will improve global operations and help streamline the supply chain.”

Neeraj Agrawal

Executive Director, Crescent Enterprises

Investment in youth crucial to sustain speed of global technology, innovation

Youth is power - which was never more evident than at the Start-up Sharjah Ideation Hackathon at Khorfakkan. Together with Sharjah Entrepreneurship Centre (Sheraa) and the University of Khorfakkan, over 150 youthful, bright minds were brought together to find solutions to real-world problems such as those posed by the ports and logistics sectors. The solutions were innovative, daring, and inspiring demonstrating that there is no shortage of entrepreneurial talent in our region.

The UAE is well on its way to fulfilling its knowledge-economy vision, investing heavily in technology, infrastructure, and education. Yet despite being a global leader in technological innovation, the region was not immune to the global supply chain crisis brought about by the flurry of disruption, from lockdowns to container displacements. Now, as UAE ramps up efforts to capitalise on its position as a global logistics hub, it must rely on its youthful, technologically minded workforce to overcome the challenges supply chains around the world are facing.

Continuing investment in infrastructure, education and mentorship for our youth will ensure we remain at the forefront of tech development, providing conditions for tech-preneurs to grow and prosper and contribute to achieving economic sustainability. By leveraging our technological know-how and talent and capitalising on our position as a global logistics hub, we are well placed to overcome pertinent global issues, such as those disrupting supply chains, and digitally address the world's most significant challenges.

Crescent Enterprises puts youth empowerment and local entrepreneurship at the heart of our corporate citizenship strategy. In line with government efforts to create a conducive business environment, this strategy supports the emirate's drive to become a prominent regional innovation hub and develop a thriving start-up ecosystem.

Tushar Singhvi

Deputy CEO & Head of Investments, Crescent Enterprises



Crescent Enterprises signs UAE Gender Balance Council Pledge

On 15th December, Crescent Enterprises was one of 18 local and multinational companies to sign the UAE Gender Balance Council Pledge at Capital Club Dubai, bringing the total to 56 signatory companies. The SDG 5 Pledge to Accelerate Gender Balance in the UAE Private Sector, has a target of raising women's participation in senior and middle management roles to 30 percent by 2025.

During the event, H.E. Shamsa Saleh, Secretary-General of the UAE Gender Balance Council, delivered a speech on behalf of H.H. Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of the UAE Gender Balance Council (UAE GBC), where she expressed her thanks to all the companies for their dedicated support and cooperation with the Council to achieve the vision and goals of the UAE at the local and global levels.

Diversity, equity, and inclusion are at the heart of Crescent Enterprises' values and are key pillars of our corporate governance. We are committed to enhancing the participation and empowerment of women throughout our organisation. As a signatory to the UN Women's Empowerment Principles, we have long pledged to advocate for gender equality across our businesses and contribute to a more equitable future by empowering women. Being part of this pledge further confirms our firm belief in the important, and equal, role women have in contributing to a prosperous future.



The Untapped Potential of Female Entrepreneurs and Investors in Driving Economic Value

Representing Crescent Enterprises' corporate venture capital platform, CE-Ventures at the 6 Festival, Ghada Abdelkader, Senior VP, on a panel discussion titled: 'Female Investors and their Impact on the Industry', discussed the progress being made to address the gender disparity in the investment sector, highlighting that more focus on the matter is required, "Globally, Venture Capital firms are focusing on improving their Diversity and Inclusion practices as more firms clearly understand the business case. However, the pace of change is still slow".

"It is generally more challenging to make substantial changes when the change requires a complete revamp of the mindset and strategies that have been followed for years. For example, we frequently evaluate global funds that boast an integrated gender diversity strategy. Yet, when we look at the teams, we find that, predominantly, decision-makers tend to be male," Ms Abdelkader added.

The discussion highlighted the unique opportunities both female entrepreneurs and investors pose for economic sustainability. However, female entrepreneurs are still underfunded, with only 2% of funding distributed to females in the US and 1% in the Middle East and North Africa region. Similarly, the representation of female investors in the US is also low, with 8-10% of GPs female, and only 2% of which are founding females, a figure even lower in the MENA region.





+971 6 554 7222



crescententerprises.com



ce@crescent.ae



CrescentEnterp



Crescent Enterprises



Crescent Enterprises

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.