

Everything starts with a concept

We are proud  
of what we have done but believe our best is  
yet to come!





**Conceptual MENA Holding operates across the GCC and MENA region with a diverse of full spectrum of marketing & advertising services to our clients ranging from business services, creative design, printings, advertising, & event management. We know well how to play the game and go through the hidden channels to reach the target of our clients and let them win**

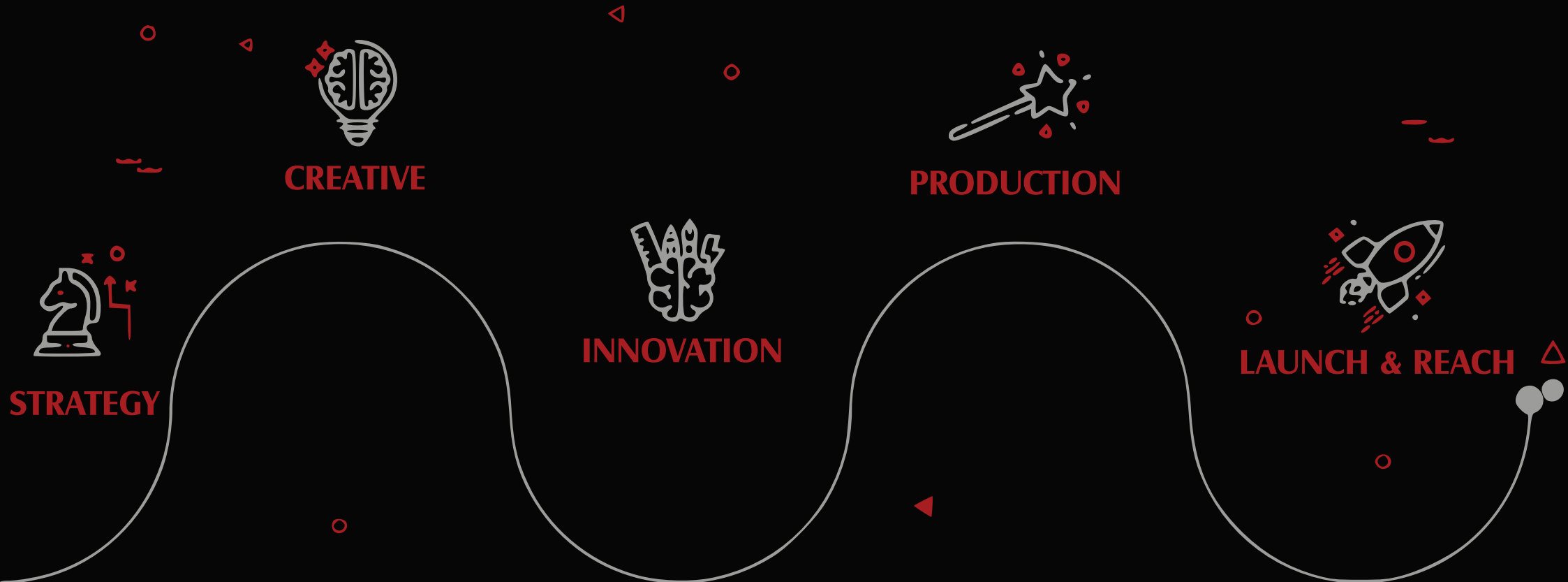


# WE



# THINK

Our approach combines user, business and stakeholder requirements through different creative production stages to create indelible experience, and we are confident that this approach will drive the project to success.



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We offer much more than design or website! We give you a powerful marketing solutions for your brand that have a focus on creativity, usability, and conversions.



PR & Media



Exhibitions



Events  
Management



Production  
Items



Digital



Shooting &  
Videography



Content  
Development



Designing  
Concepts



Printings &  
Giveaways

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Forbes INTERNATIONAL TOWER

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aqarmap

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ManageEngine

REVIEW

mobi EGYPT

kyriba

JOUZAL

World Health Organization

IPR ENERGY GROUP

FANFARO

urbi

Contact



MAGNOM PROPERTIES

ithra

IDK-LOK Fittings & Valves

بنك مصر BANQUE MISR



Raffia Chocolates and More



وزارة الشؤون البلدية والقروية والإسكان Ministry of Municipal Rural Affairs & Housing

CEQUENS

New Event Developments

TRANSPARENCY

شركة الجماهير القابضة Al Jomaih Holding Co.

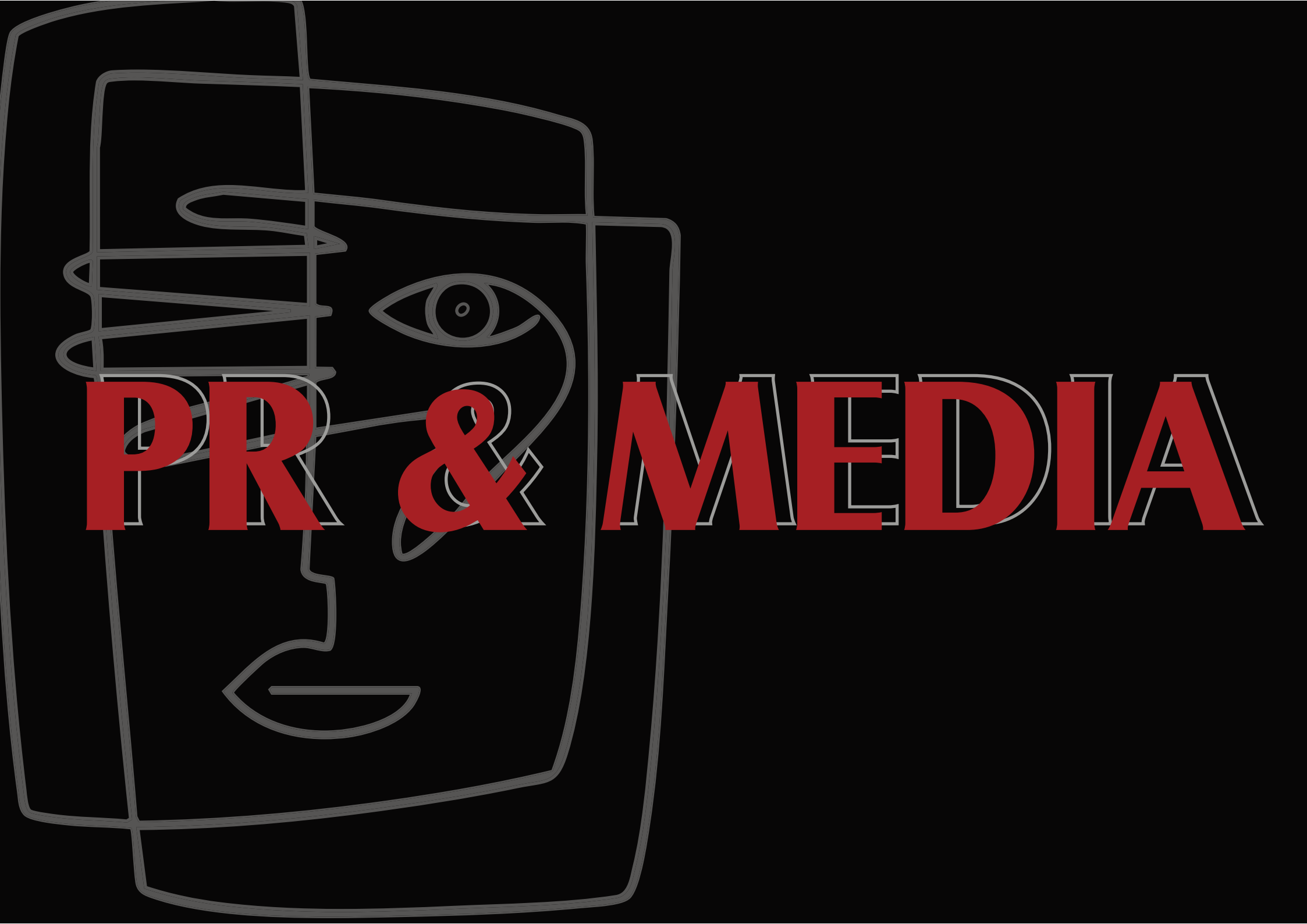
DOVER INTERNATIONAL SCHOOL

Prime Navigant



INNOVATIVE FITNESS CONSULTING





**PR & MEDIA**

COVER  
STORY  
MAGNOM  
PROPERTIES

# BLAZING THE TRAIL

MAGNOM PROPERTIES, THE REAL ESTATE  
VERTICAL OF SAUDI CONGLOMERATE RAWABI  
HOLDING, IS KEEN TO BE A PART OF THE  
SOLUTION ON CLIMATE CHANGE

PHOTO: ZAINAB MANSOUR  
PHOTO: AHMED ABDELWAHAB

# Gulf Business

[gulfbusiness.com](http://gulfbusiness.com) / MARCH 2023



**P.38 LEAPING INTO THE FUTURE:** How Saudi Arabia is looking to dominate the regional tech landscape

**P.60 PRIDE AND JOY:** We explore the exclusive Musée Atelier Audemars Piguet in Switzerland

**P.66 TOP TECH:** Eight cool gadgets that made it to our must-have list



## AIMING HIGH

RAWABI HOLDING AND MAGNOM PROPERTIES'  
OTHMAN A IBRAHIM IS KEEN TO BE A PART OF  
THE SOLUTION ON CLIMATE CHANGE

### SPECIAL REPORT

WOMEN IN BUSINESS: SHINING THE SPOTLIGHT ON THE REGION'S RISING STARS AND BUDDING ENTREPRENEURS





**P.14 IN THE LOOP:**  
Business models powering  
the circular economy

**P.60 LEGACY OF LUXURY:**  
Ayurveda-Inspired Forest  
Essentials makes inroads  
into the Middle East

## ON THE FAST TRACK

**POWERED BY HIGH-PROFILE PARTNERSHIPS.**

**AIOKA'S BALLY SINGH IS REIMAGINING THE SUPER**

**LUXE F1 VISITOR EXPERIENCE**

**SPECIAL REPORT**

**THE RAPID RISE OF EDTECH: HOW ADVANCED TECHNOLOGIES ARE TRANSFORMING THE WAY WE TEACH AND LEARN**

### THE BRIEF INTERVIEW



## Driving financial independence

SAID ZATER, GROUP CEO OF CONTACT FINANCIAL HOLDING, SHARES THE EGYPT-BASED GROUP'S EFFORTS TO SERVE AND BOLSTER THE COUNTRY'S GROWING NON-BANK CREDIT MARKET

#### **Q** What are the trends boosting the region's consumer non-bank credit market today?

The consumer non-bank credit market in the Middle East, particularly Egypt, is a rapidly changing landscape. While there are several trends at play, I would like to highlight the top three. First, the region has seen an increased demand for accessible and personalised financial solutions. This demand is being fuelled by an up-and-coming youth demographic combined with urbanisation. Egypt is the most populous country in the Arab world. Its demographic trends, characterised by a rising youth population, are the drivers of demand for accessible

credit solutions. Additionally, technological advancements have ushered in a new era. Digital platforms have overhauled the way financial services are delivered. This aligns with the emergence of innovative payment systems and fintech disruptors that cater to the preferences of digitally savvy consumers.

Another significant trend is the growing emphasis on sustainability and an environmentally conscious investor segment. This is pushing market players to offer green finance products and socially responsible lending solutions. Environmental considerations and sustainability will increasingly shape investment preferences and

contribute to the growth of green finance. Additionally, regulatory reforms will play a pivotal role in defining the sector's framework and ensuring consumer protection. These factors combined are likely to determine the trajectory of the region as well as Egypt's debt capital market.

#### **What role does the group play in Egypt's credit market?**

As a leader in the non-bank financial services sector in the country, Contact plays a vital role in shaping and driving the dynamics of Egypt's credit market. Since its inception in 2001, the company has been a catalyst for change, redefining how individuals and businesses access financial services. As the first licensee of consumer finance in Egypt, Contact has played a pivotal role in both advocating for and contributing to the drafting of the consumer finance law – a significant legislative milestone in the Egyptian financial landscape. Operating under the regulatory supervision of the Financial Regulatory Authority, the company continues to expand credit accessibility and reshape the credit market landscape.

#### **Tell us about your offerings.**

Contact provides a comprehensive suite





# EXHIBITIONS



# ManageEngine

ManageEngine

## The ITOM Spotlight

Featuring



We are an expert ( trusted by 1 million IT pros ) in the ITOM market



MATGR



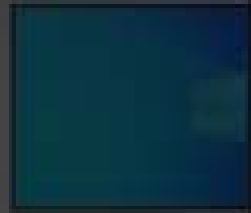




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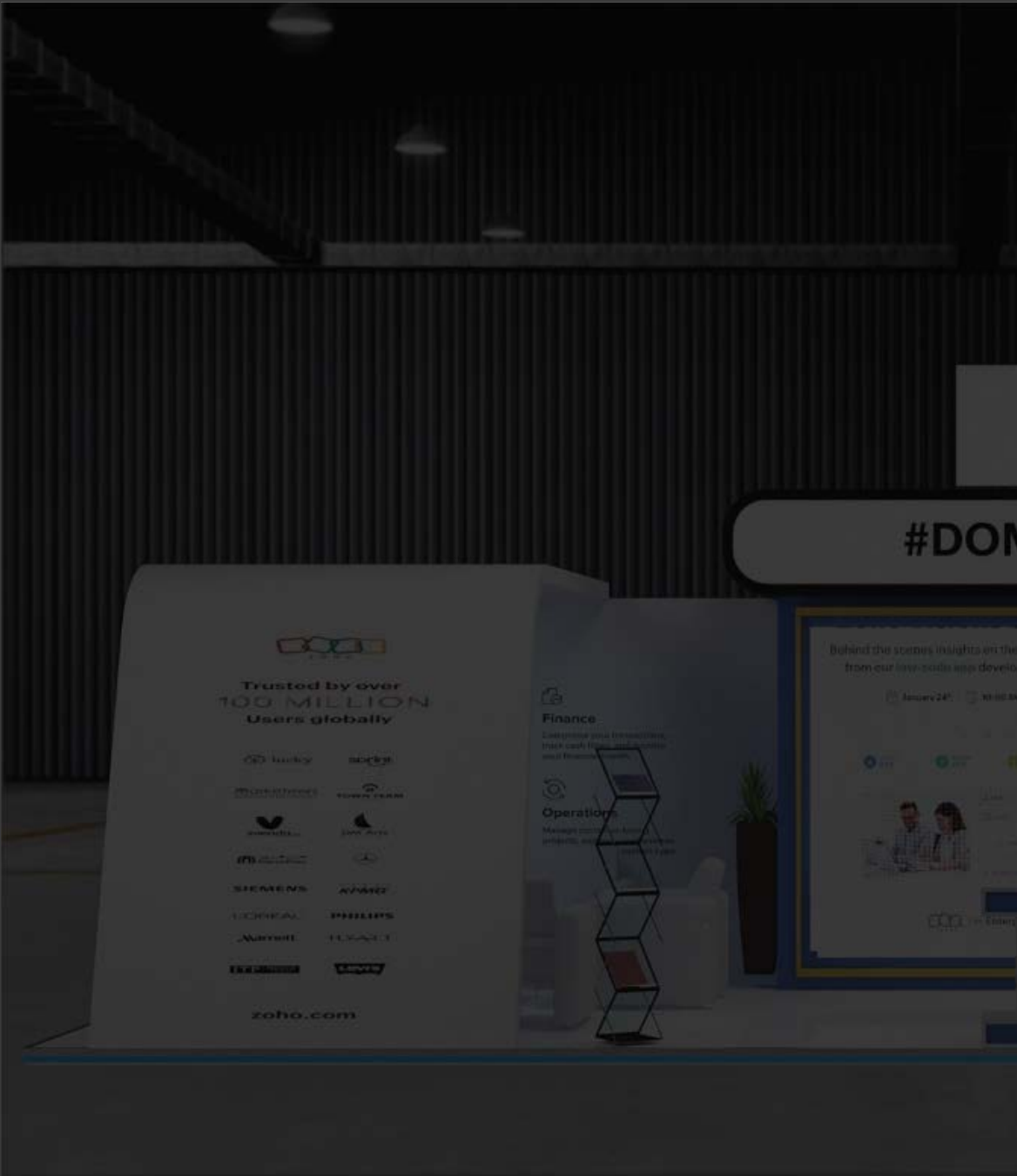
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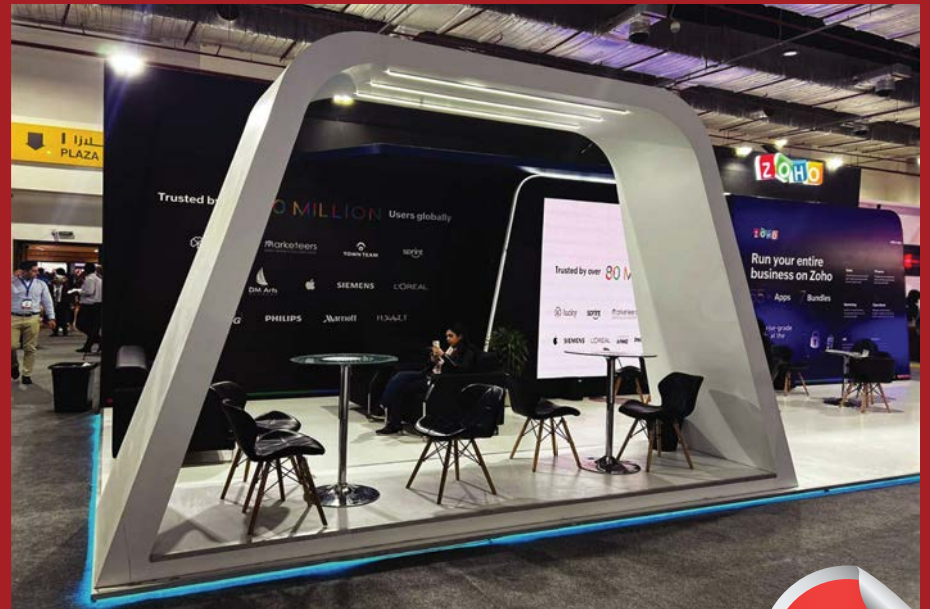


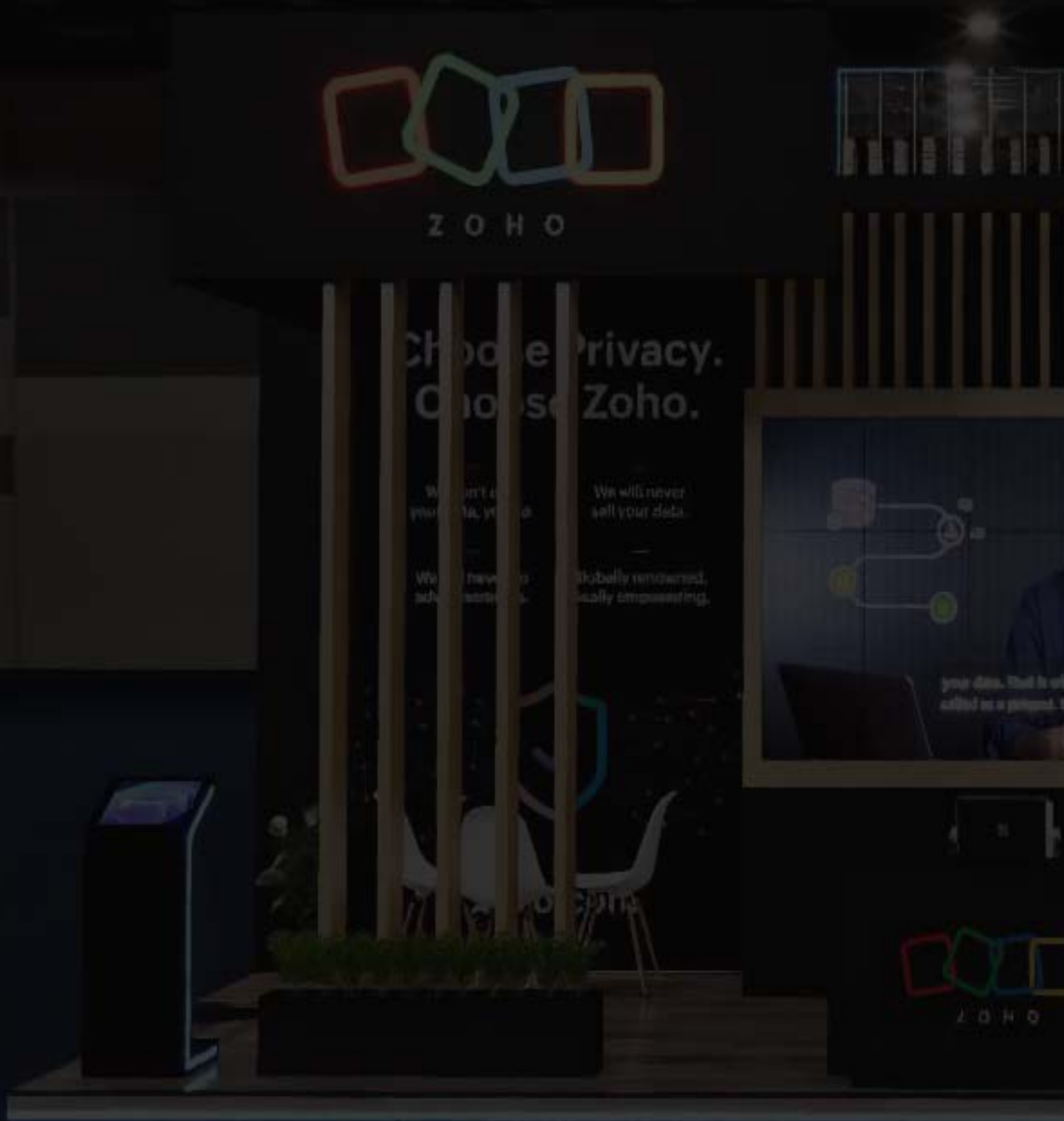


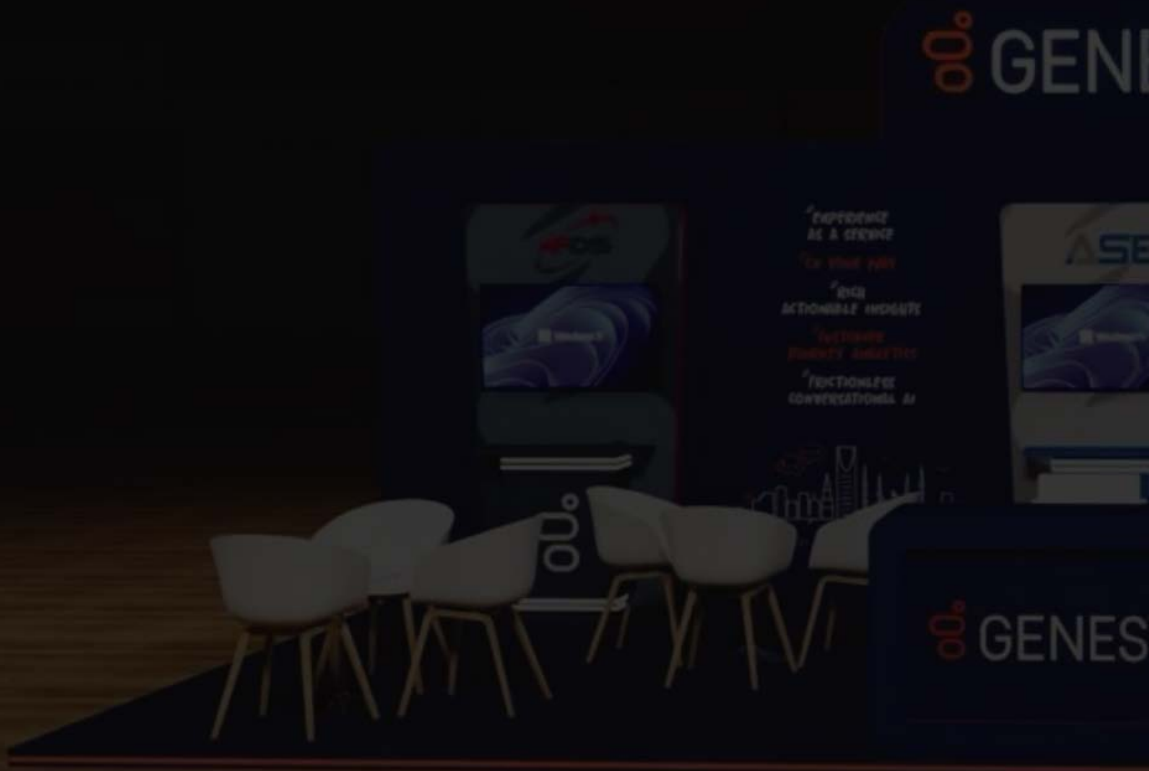

















**EVENTS**

**MANAGEMENT**







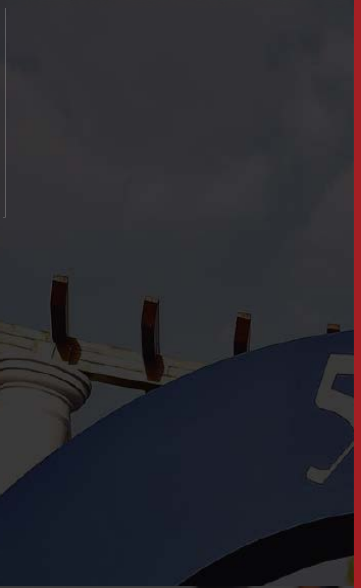
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BANANAS





Forbes  
Sustainability Leaders Awards 2024









Evren Aker  
Director, Partner Sales

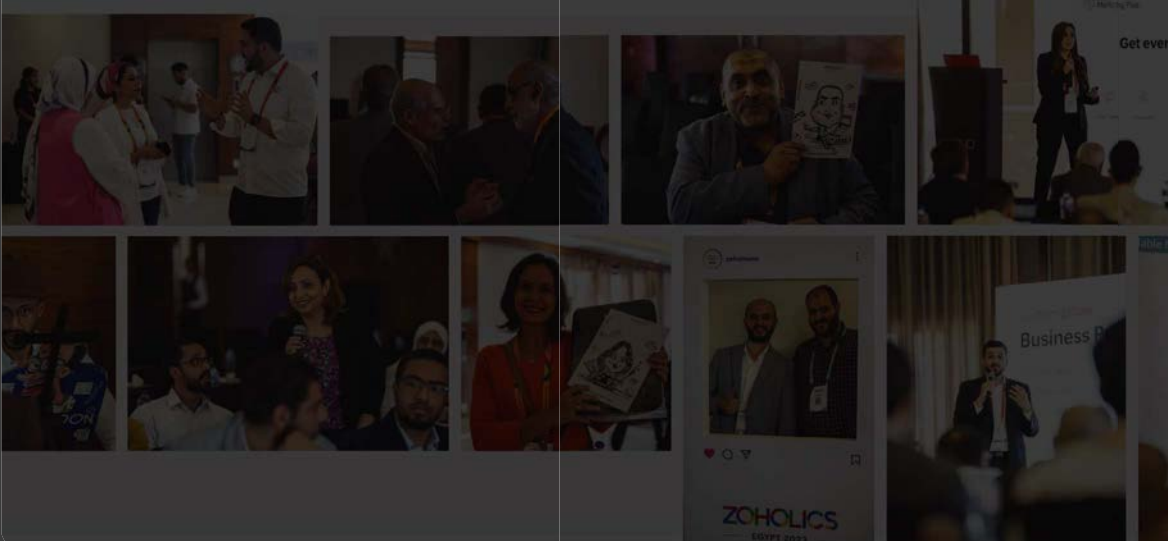


Evren Aker  
Director, Partner Sales



#زوهوليكس\_مصر

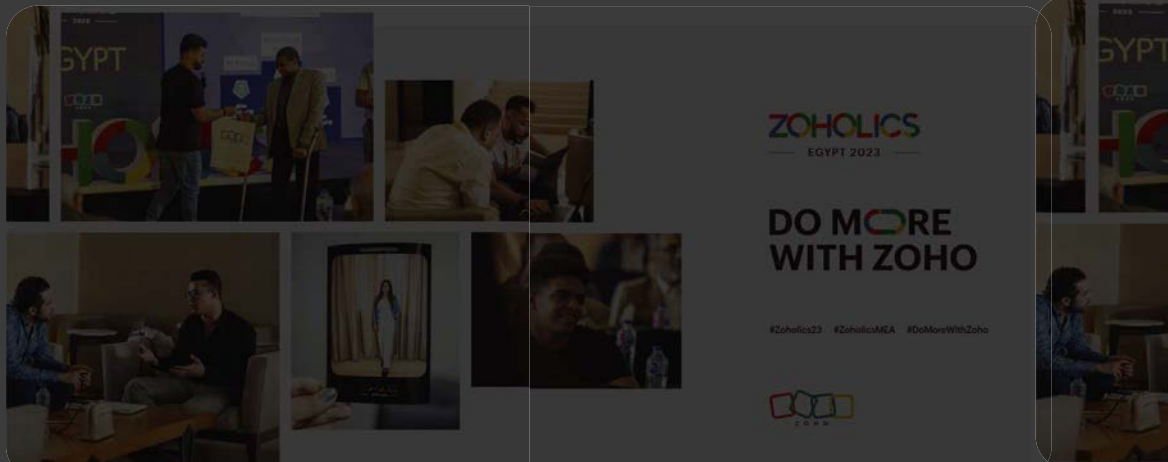
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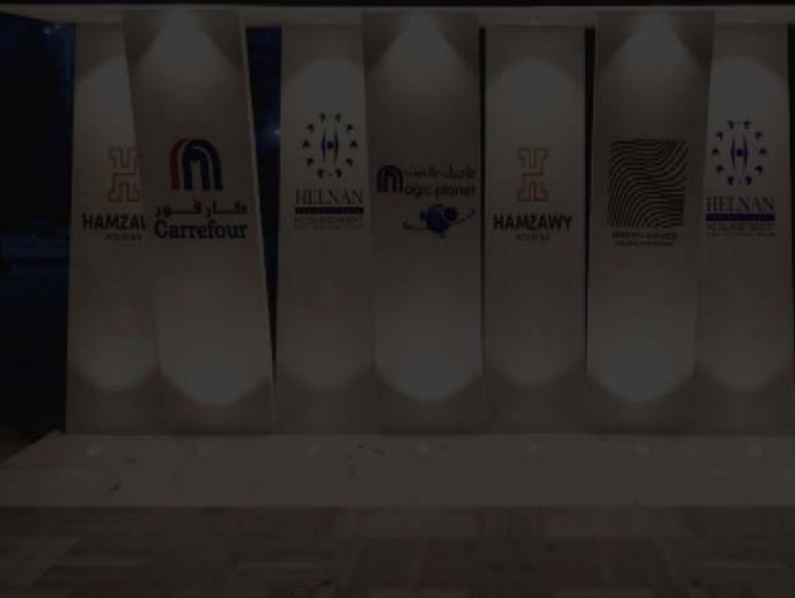


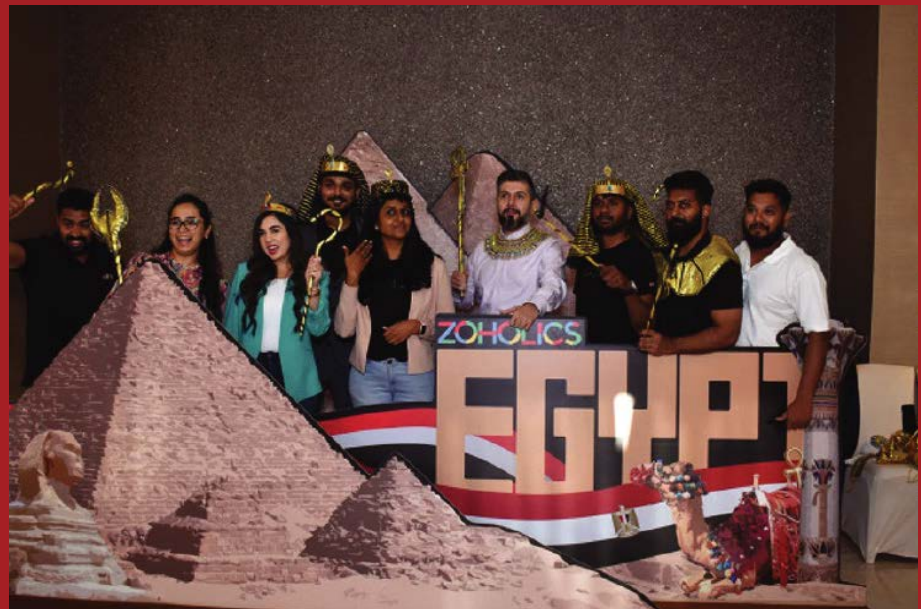
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EGYPT 2023

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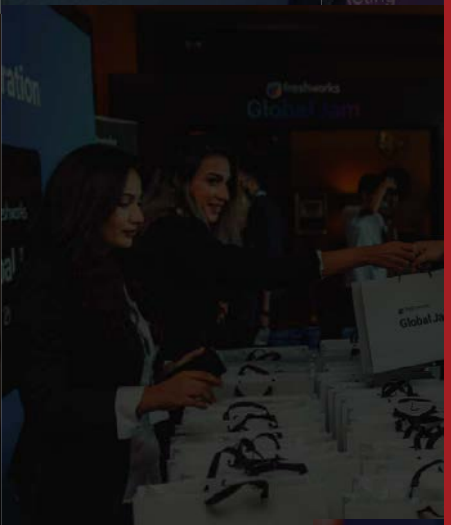















intelligence and data governance functions to support informed based decision making. In her role as AVP for Digital Transformation, she is responsible for laying the foundation for the University's digital transformation strategy, its execution and tracking. This includes Information Security; University Infrastructure; Technology Solutions and Systems; Academic Computing Support Services and Operational Functions. Previously she held a number of positions including Executive Director of Data Analytics Institutional Research (DAIR), and Director of Online Student Services. She founded the office of Student Services which applied web services and portal technology to enhance student service

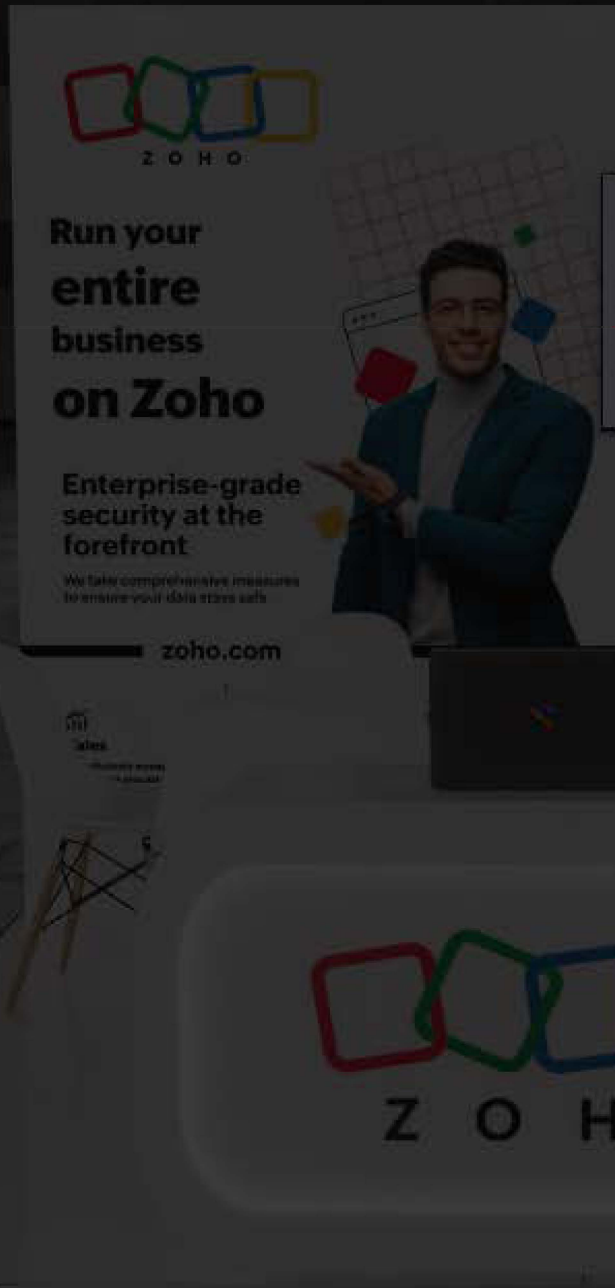
















# Taste Dubai Event



# Startup with no borders Summit





# DIGITAL

Social Media Management

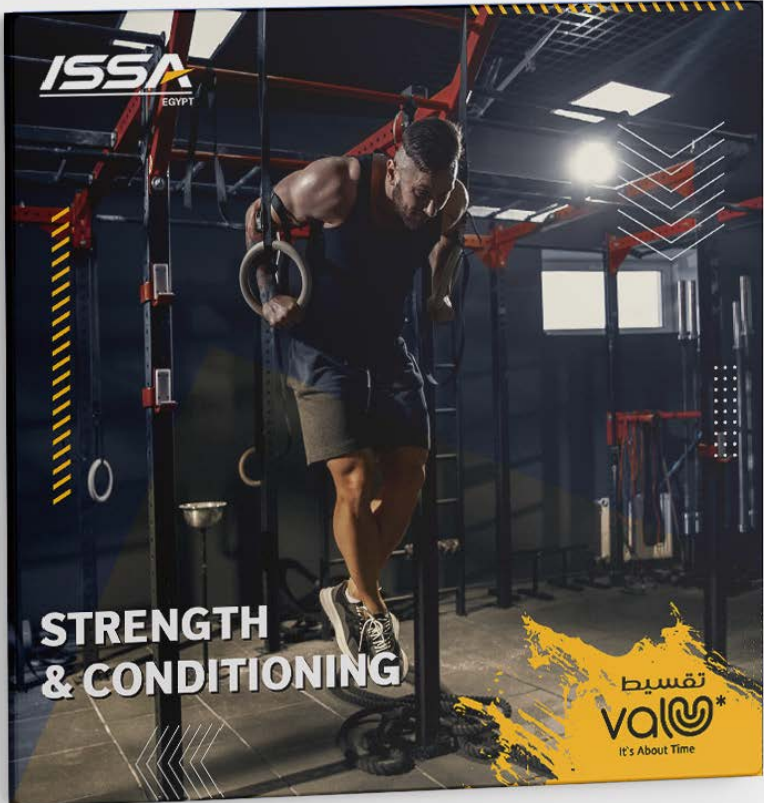
Website Development

# Social Media Management



Golds Gym  
8.2K likes • 8.7K followers

Golds Gym  
8.2K likes • 8.7K followers



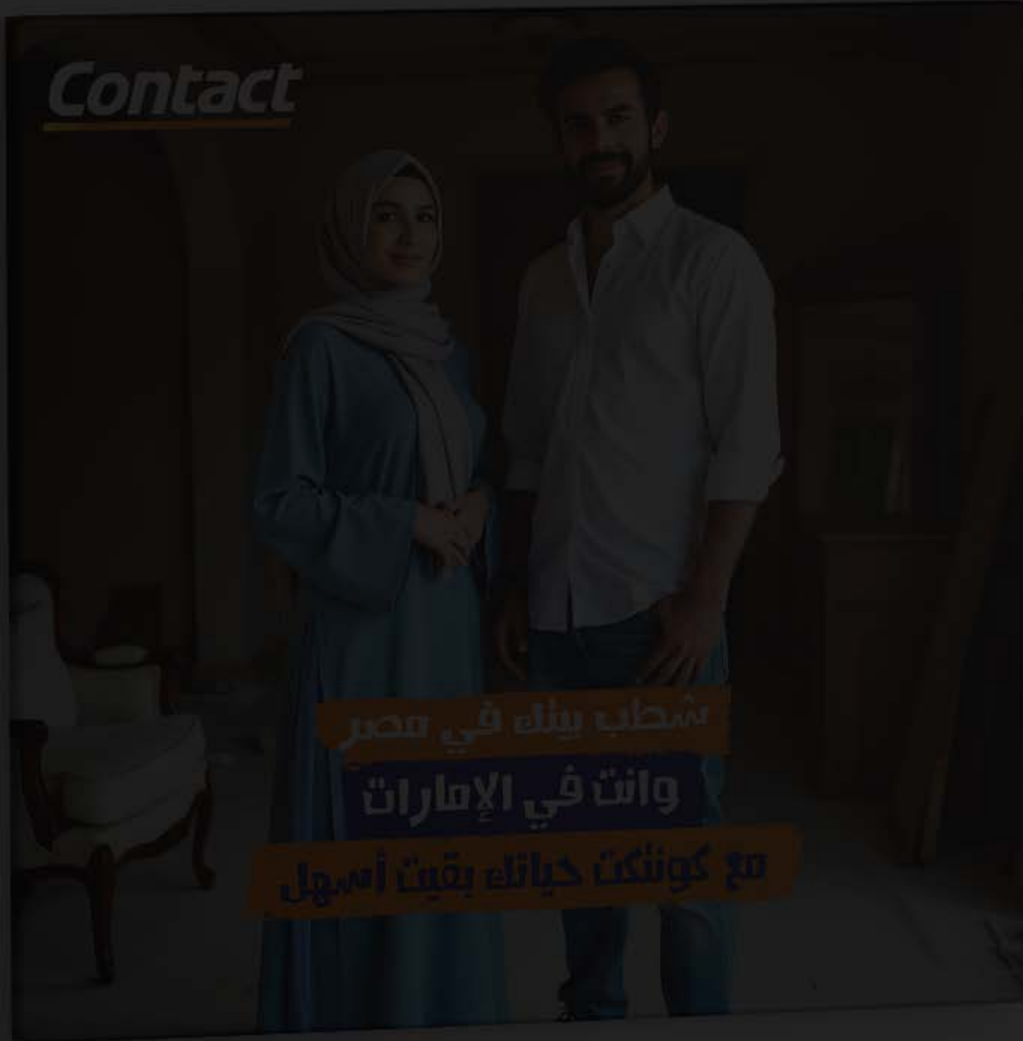
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While you are in UAE  
You can finance your dream  
Motorcycle in Egypt

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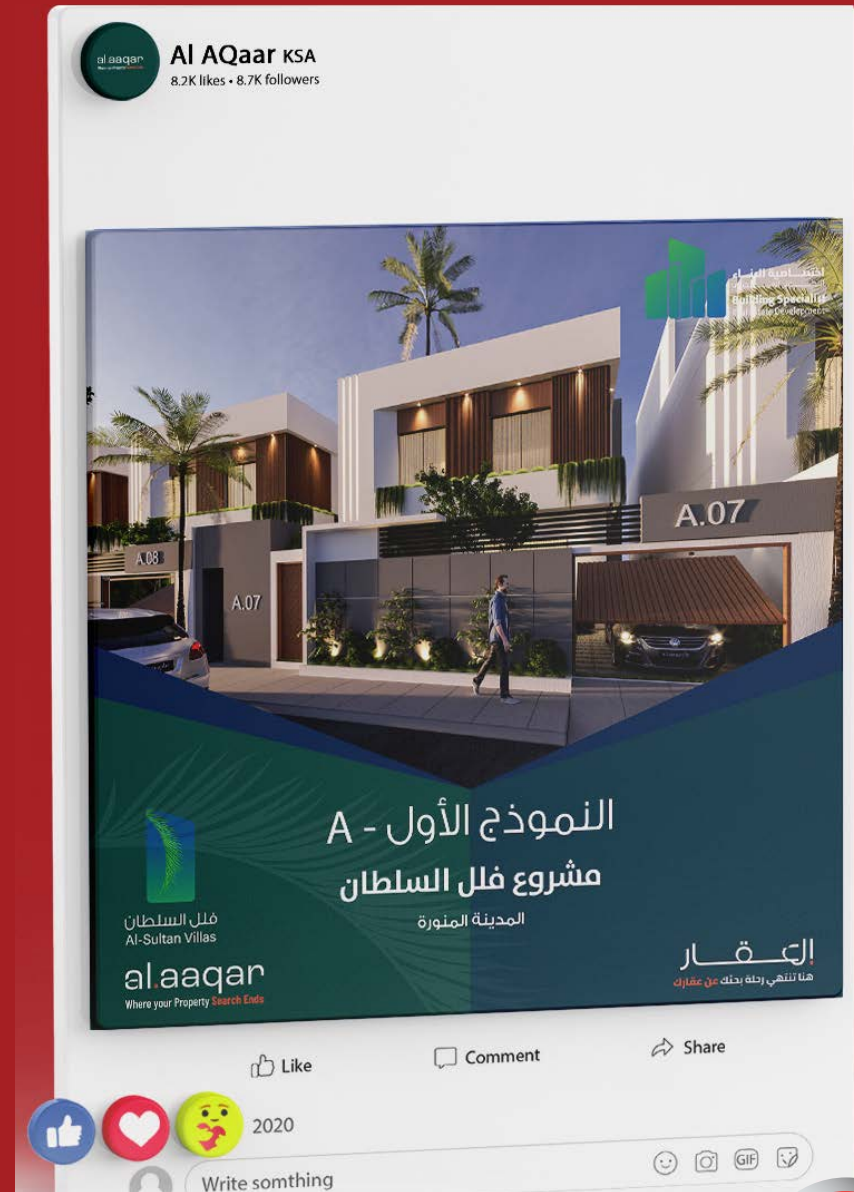
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QUALITY BEYOND YOUR THOUGHTS

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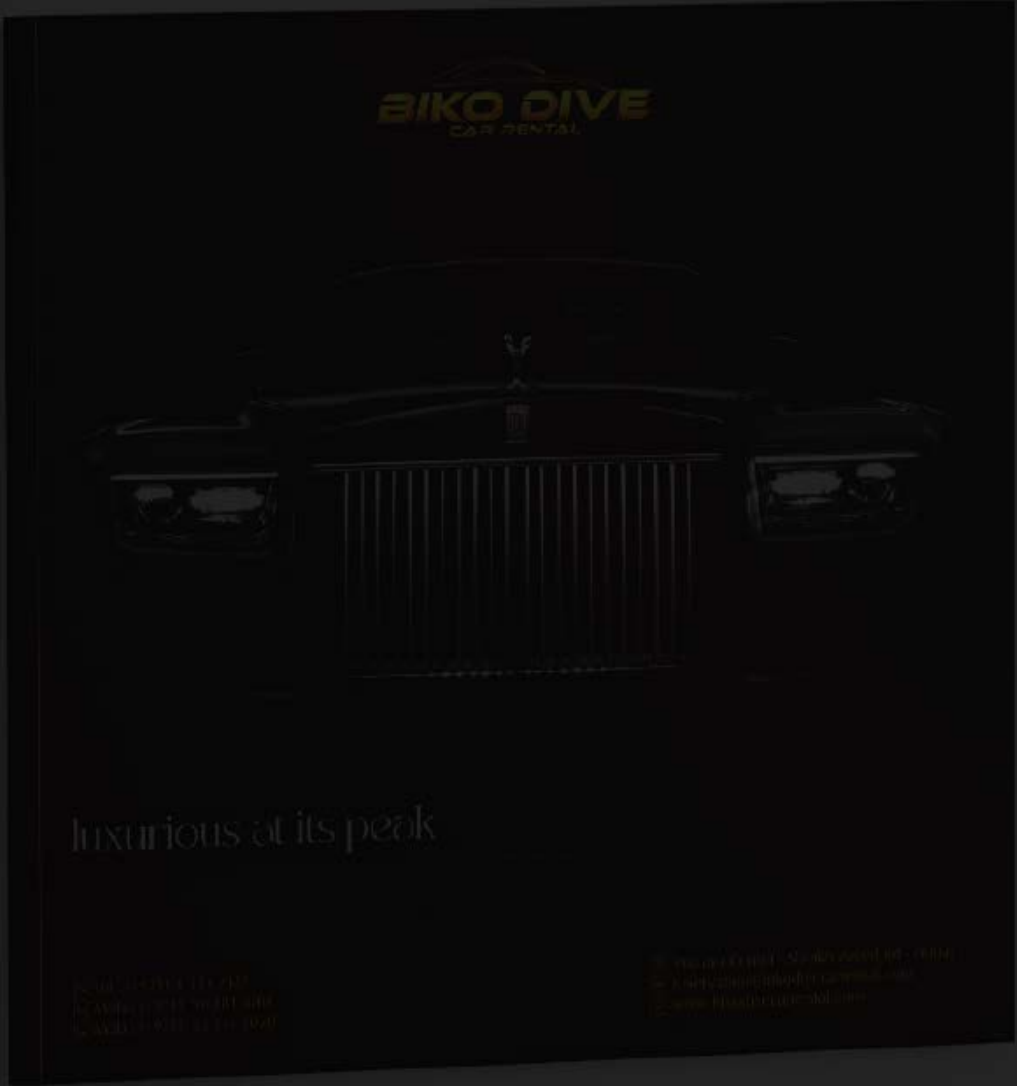
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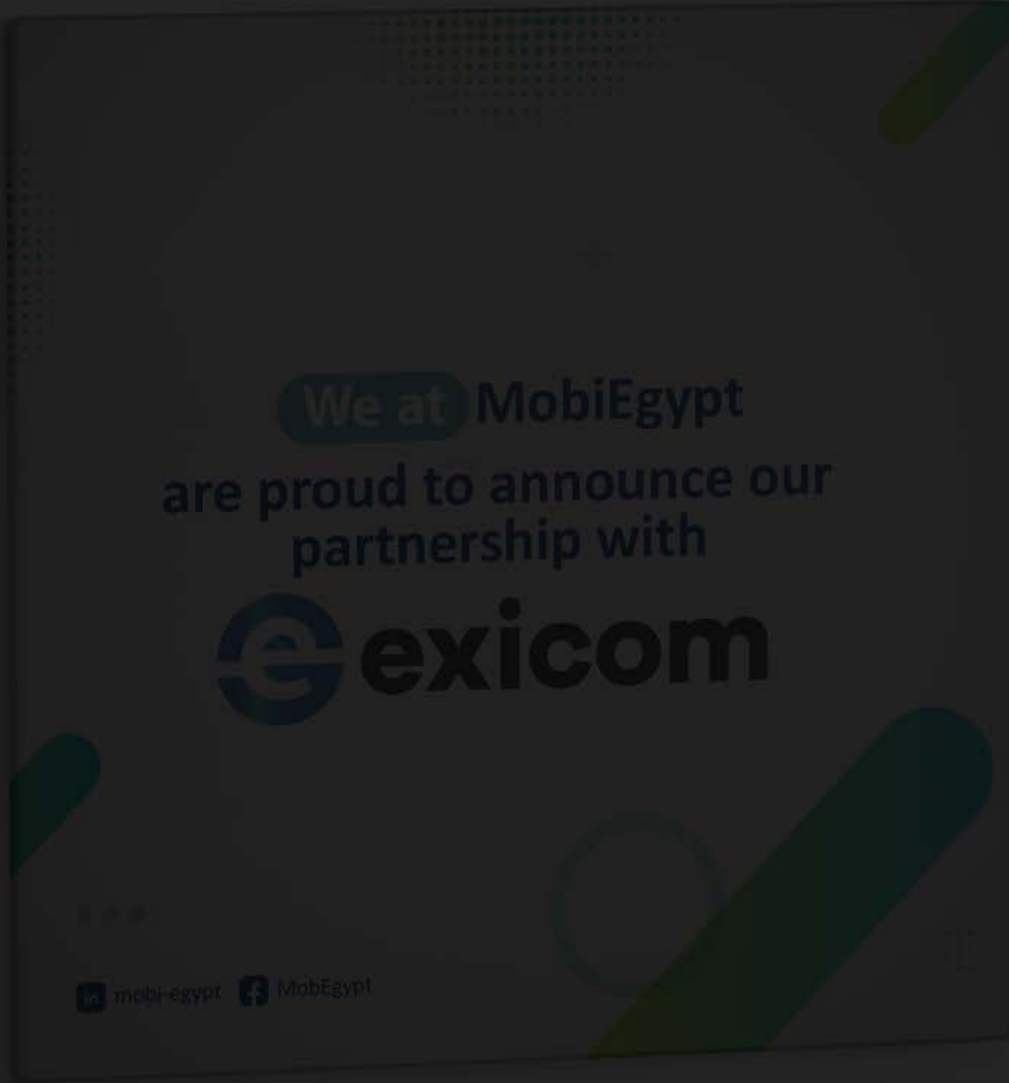
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**mobi** **EGYPT**

"Quote of the day"  
**Henry Ford**

in mobi-egypt f MobEgypt

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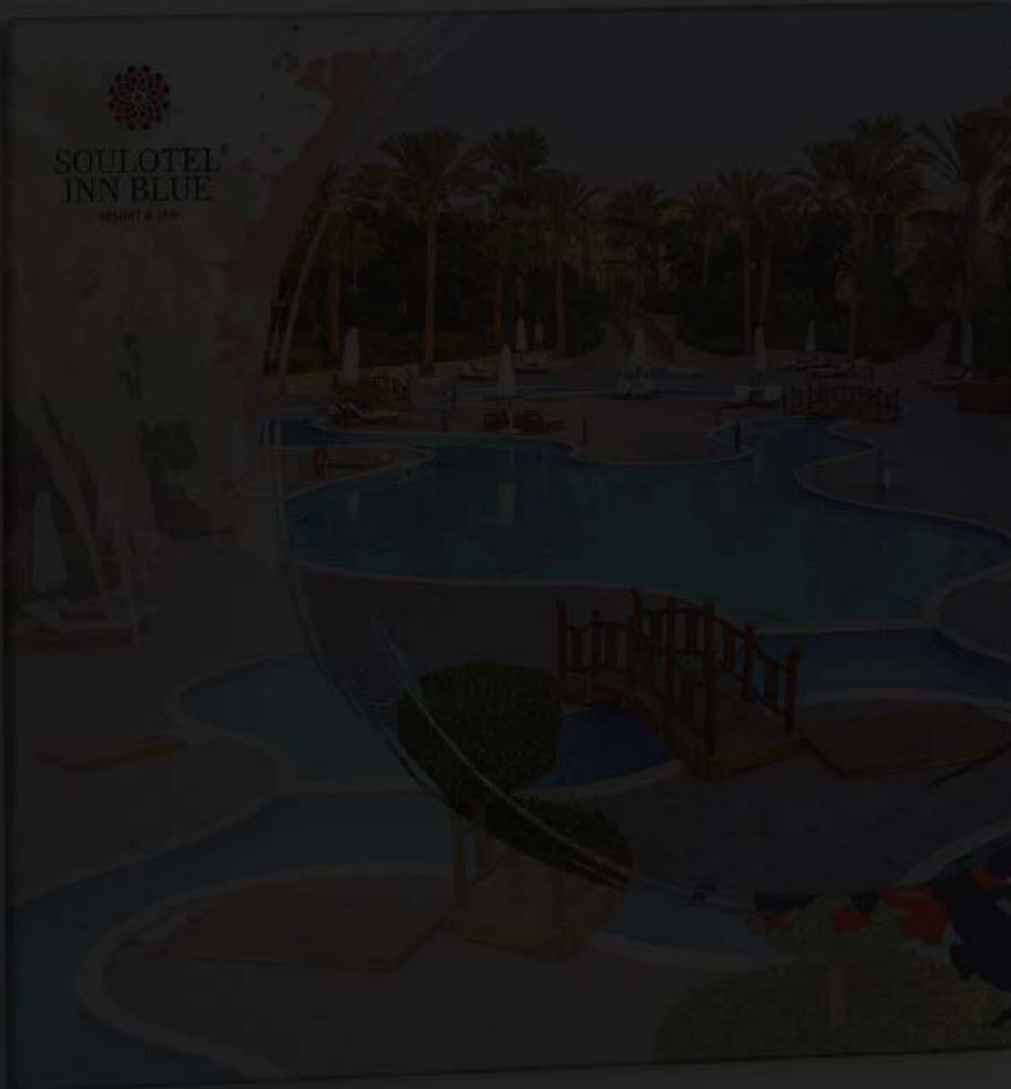
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# Soulootel Emerald Resort & Spa

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# Soulootel Emerald Resort & Spa

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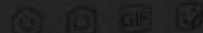
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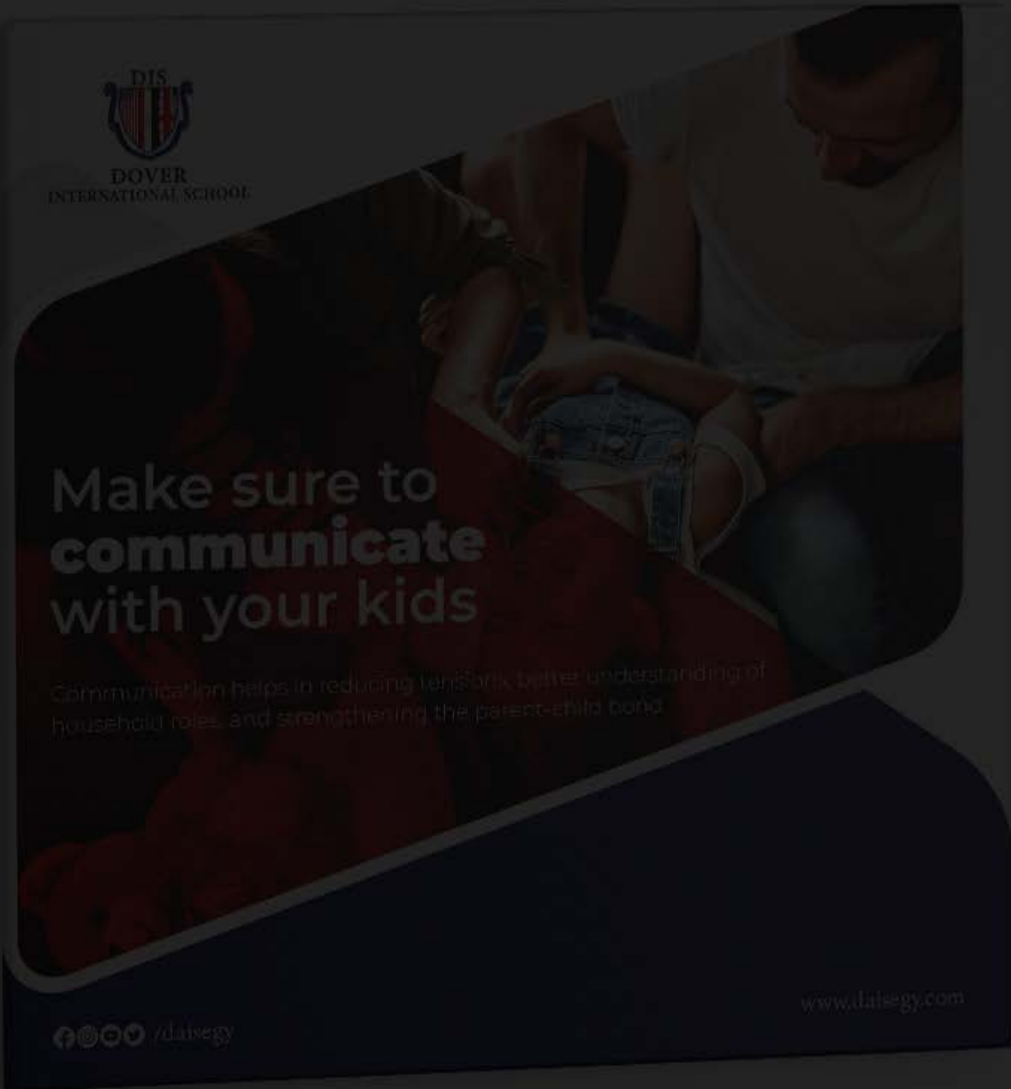
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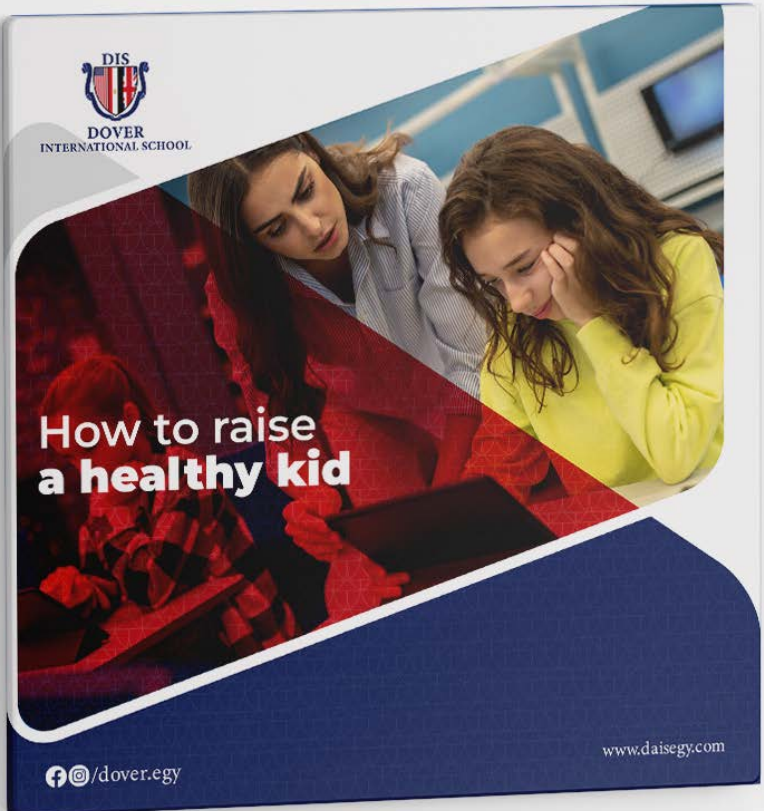
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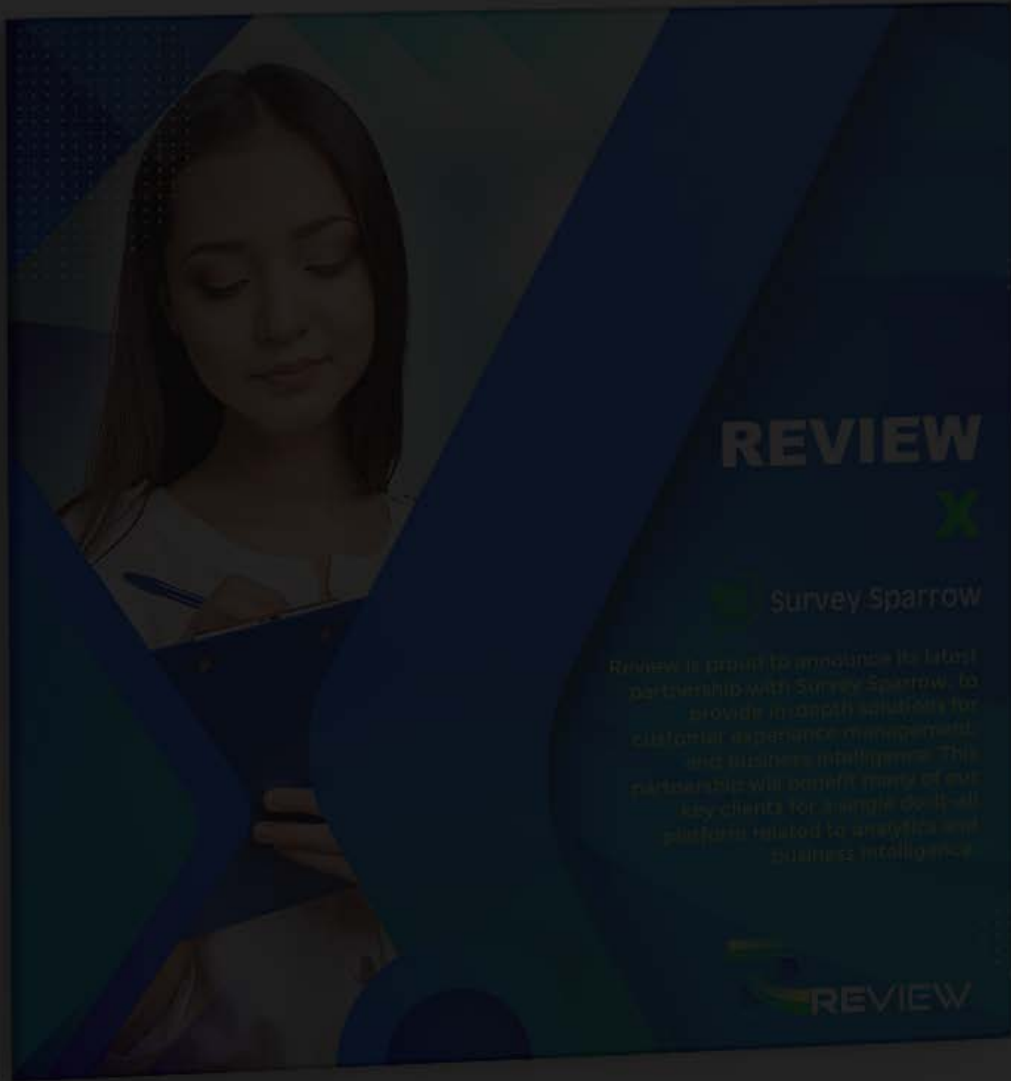
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## Review - Business Solution

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**Setting up KPIS**  
Key Performance Indicator (KPI)

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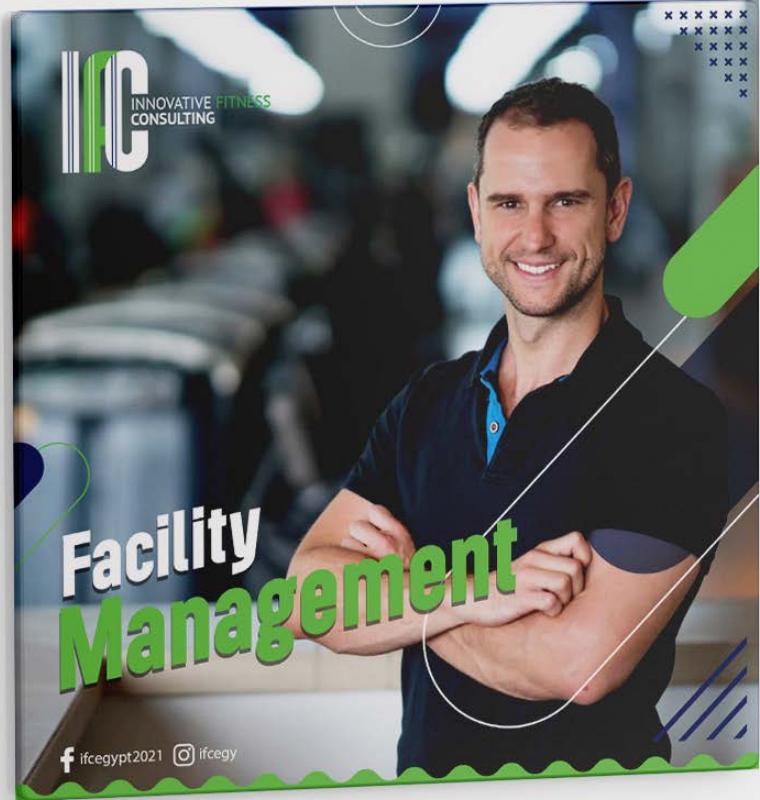


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# Website Development



- HOME
- INSIGHTS
- INDUSTRIES
- SERVICES  
Cx / UX

# EVO Your Trusted Consulting Partner in the Middle East

- What Is Customer Experience?
- Why Is Great Customer Experience Important?
- How Is Customer Experience Changing?

**evo Partners**

- HOME
- INSIGHTS
- INDUSTRIES
- SERVICES  
Cx / UX
- CLIENT STORIES
- CAREERS
- ABOUT US

## Your Trusted Consulting Partner in the Middle East.

- What Is Customer Experience?
- Why Is Great Customer Experience Important?
- How Is Customer Experience Changing?
- Who Is Responsible for Customer Experience?**
- How Can Companies Improve Customer Experience?

**evo Partners**

- Home
- About us
- Services
- Industries
- Careers
- Contact Us

**We have been delivering**  
successful projects in KSA since 2006, working in different set-ups

**The origins of our current brand**  
started as provider of independent consultants to leading transformation consulting practices, digital start-ups, and telecoms providers in the UK.

**Vision**  
To deliver lasting transformations for the world's leading organisations

**Implementation Expertise**  
With a clear focus on structured execution and high impact deliveries, we draw from the best talent pool of experienced consultants for clients.

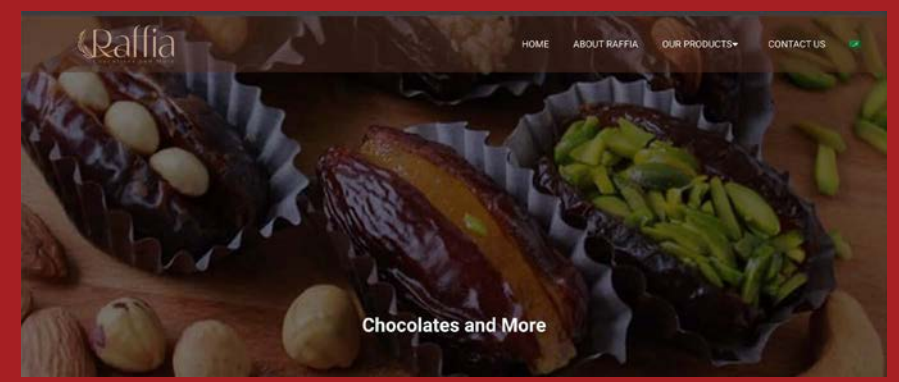
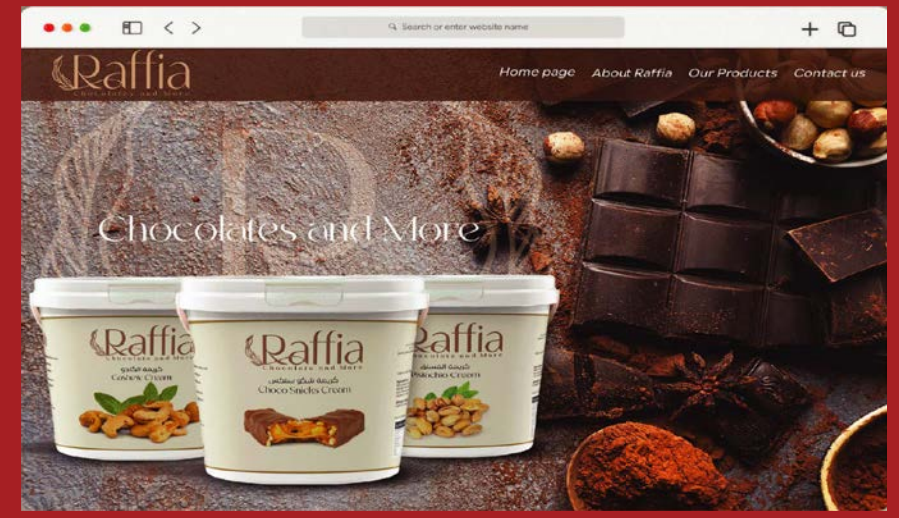
**Way We Work**  
Working in small integrated teams with our clients, enables higher quality deliverables and continuity. We endeavour to leave a legacy of increased capability because of the way we work.

**At EVO Partners, we are committed to delivering sustainable results that drive tangible business impact for our clients. Our core value proposition is tailoring solutions for your unique needs and challenges to unlock business value.**





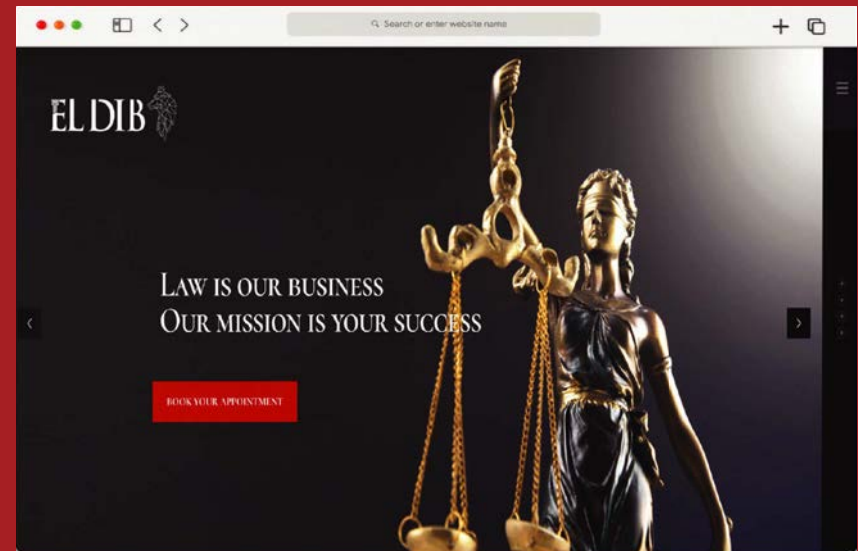
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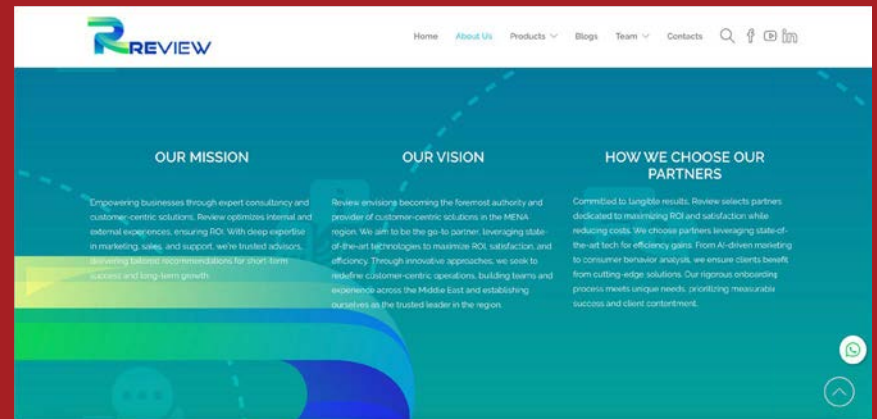
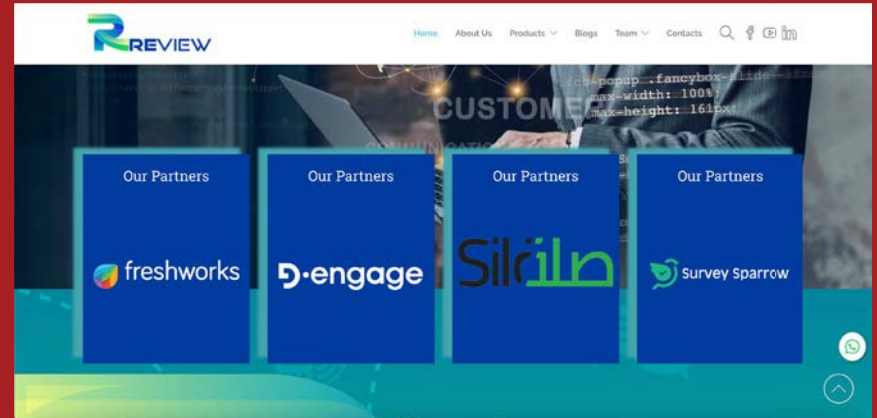




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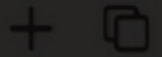
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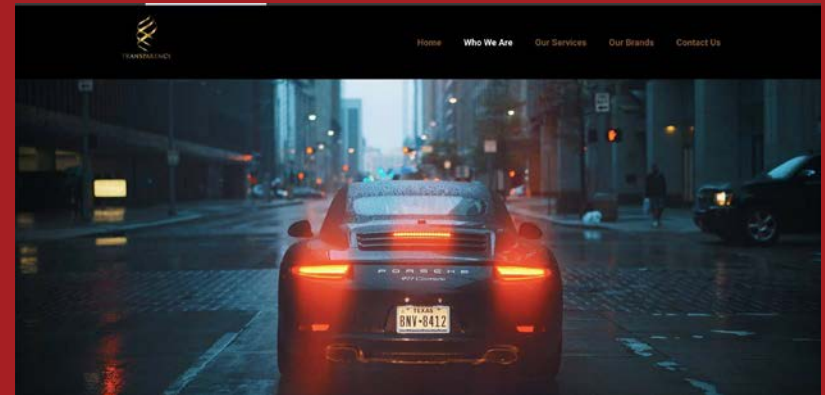
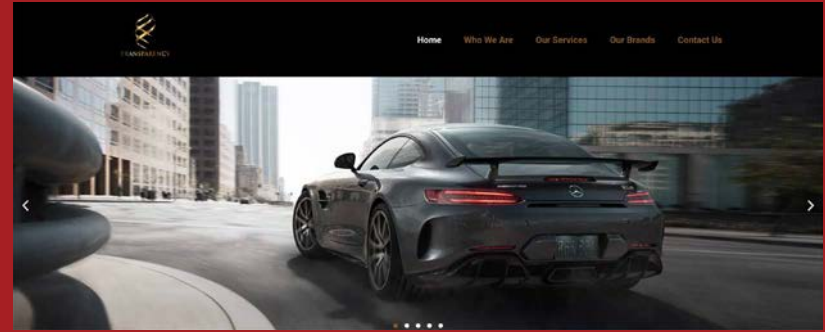
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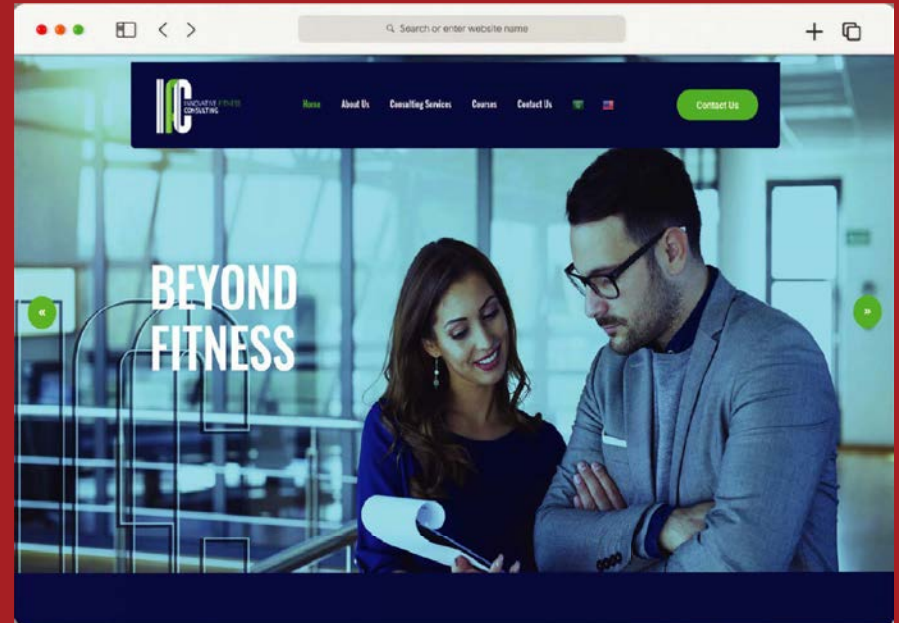
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# BEYOND FITNESS



# DESIGN CONCEPTS



3D Designs

Corporate Identity

Product Designing

Creative Concepts

UX - UI Designs

Motion Graphics

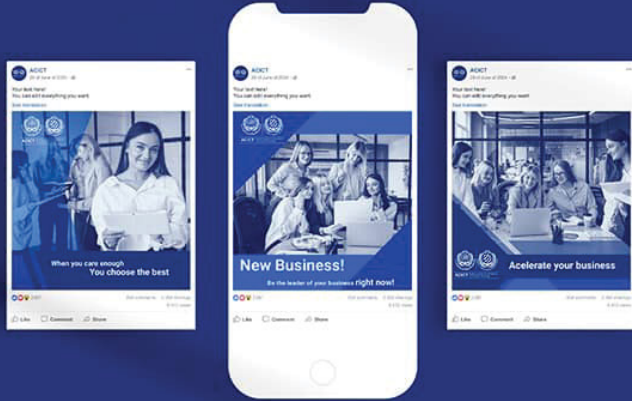
Branding

# 3D Designs





# Corporate Identity





# Raffia

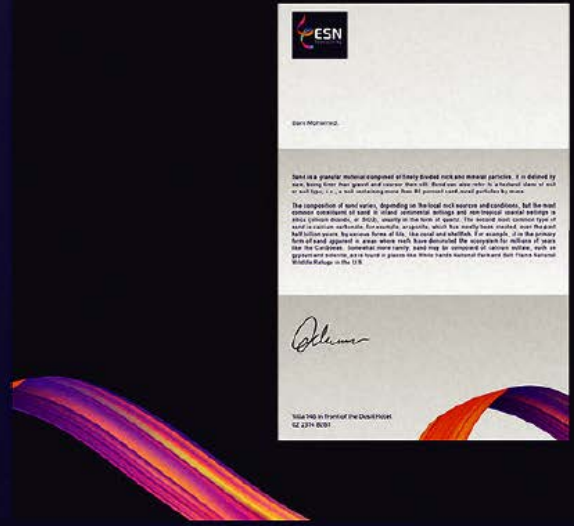
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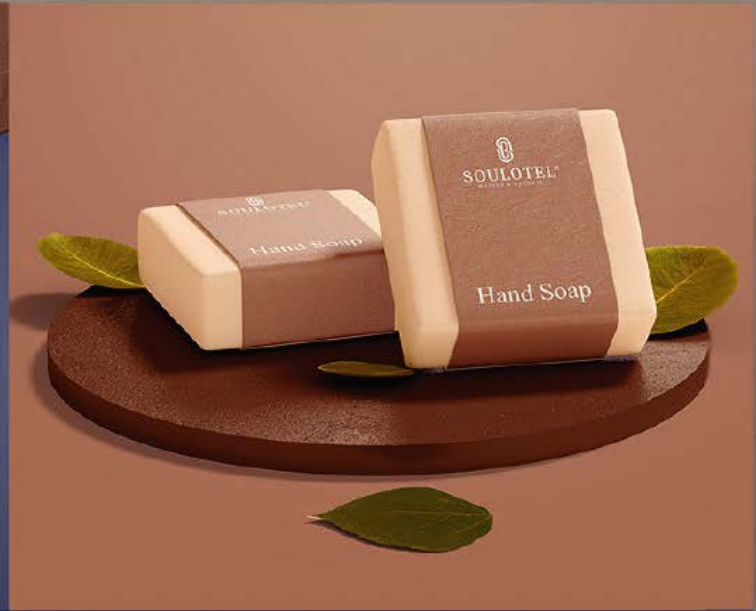




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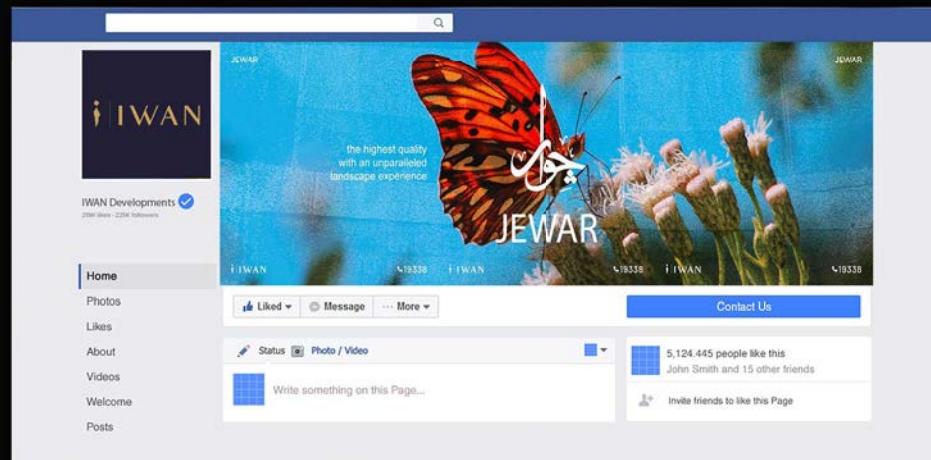
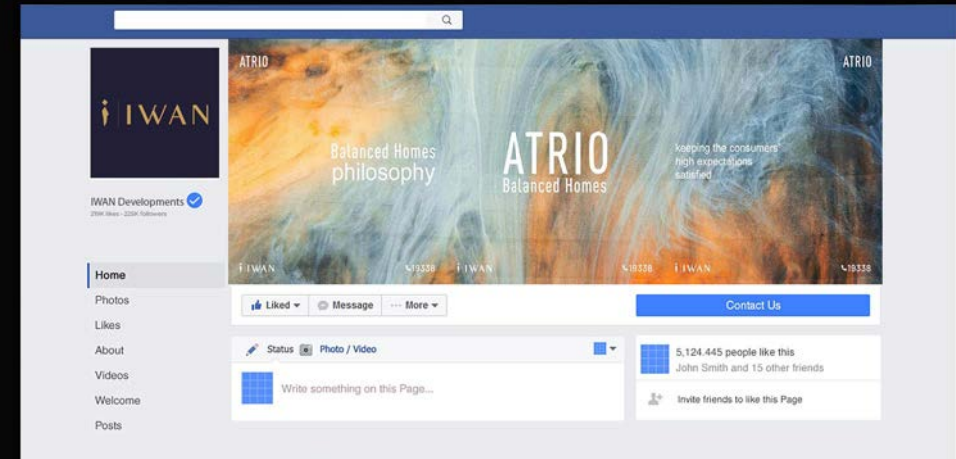
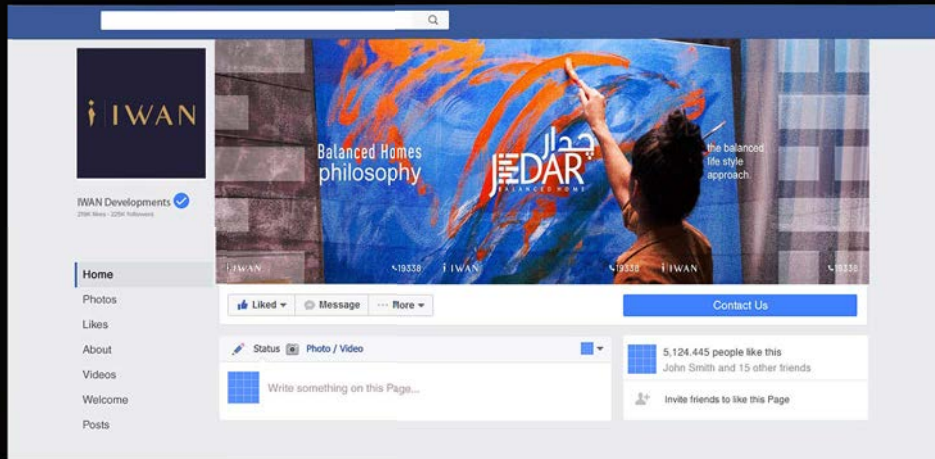
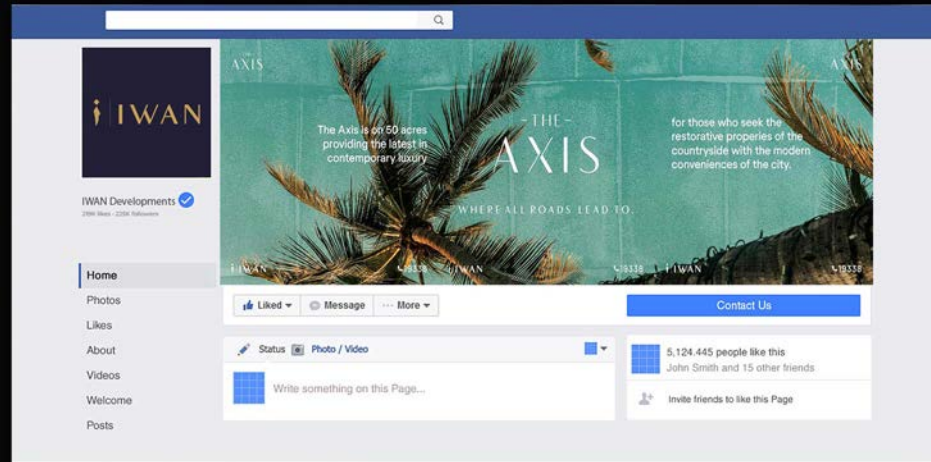


TRANSPARENCY





# Creative Concepts





# Contact

كوئكت بدون مسافات  
اشترى في مصر وقسط من الإمارات



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Contact



Contact now

Contact



FS



EZZ

GLOBAL Contact Finance

contactcars.com

**Contact**

كونتكت بدون مسافات  
اشترى في مصر وقسط من الإمارات



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# Creative Concepts / Digital Designs




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# GDP IN 2023

## GROSS DOMESTIC PRODUCT




**1.14** trillion  
 AED Abu Dhabi's GDP value hits 10-year high



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 مركز الإحصاء  
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### Abu Dhabi's GDP in 2023

- 3.1%**  
 Growth rate of Abu Dhabi's economy during 2023 compared to 2022
- 9.1%**  
 Growth rate of Abu Dhabi's non-oil economy during 2023 compared to 2022
- 53.4%**  
 Contribution of non-oil sectors to the total GDP in 2023




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### الناتج المحلي الإجمالي في 2023

# GDP IN 2023



**1.14** ترليون درهم  
 أعلى قيمة للناتج المحلي الإجمالي لإمارة أبوظبي في عشر سنوات


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### الناتج المحلي الإجمالي في 2023

- 3.1%**  
 نسبة نمو الناتج المحلي الإجمالي الوطني، لقرنارة 2023 مقارنة بعام 2022
- 9.1%**  
 معدل نمو الناتج المحلي الإجمالي غير النفطي، في عام 2023 مقارنة بعام 2022
- 53.4%**  
 مساهمة القطاعات غير النفطية في الناتج المحلي الإجمالي لإمارة أبوظبي في 2023




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# GDP IN 2023

## GROSS DOMESTIC PRODUCT

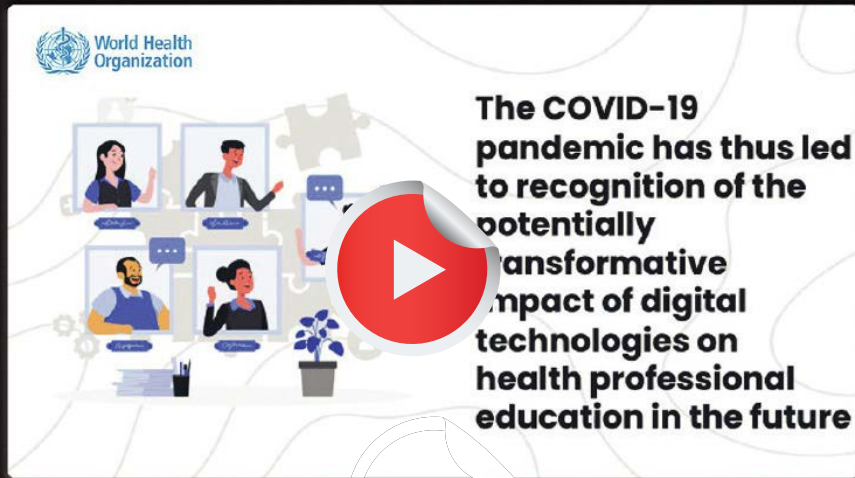


**1.14** trillion  
 AED Abu Dhabi's GDP value hits 10-year high


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# Motion Graphics



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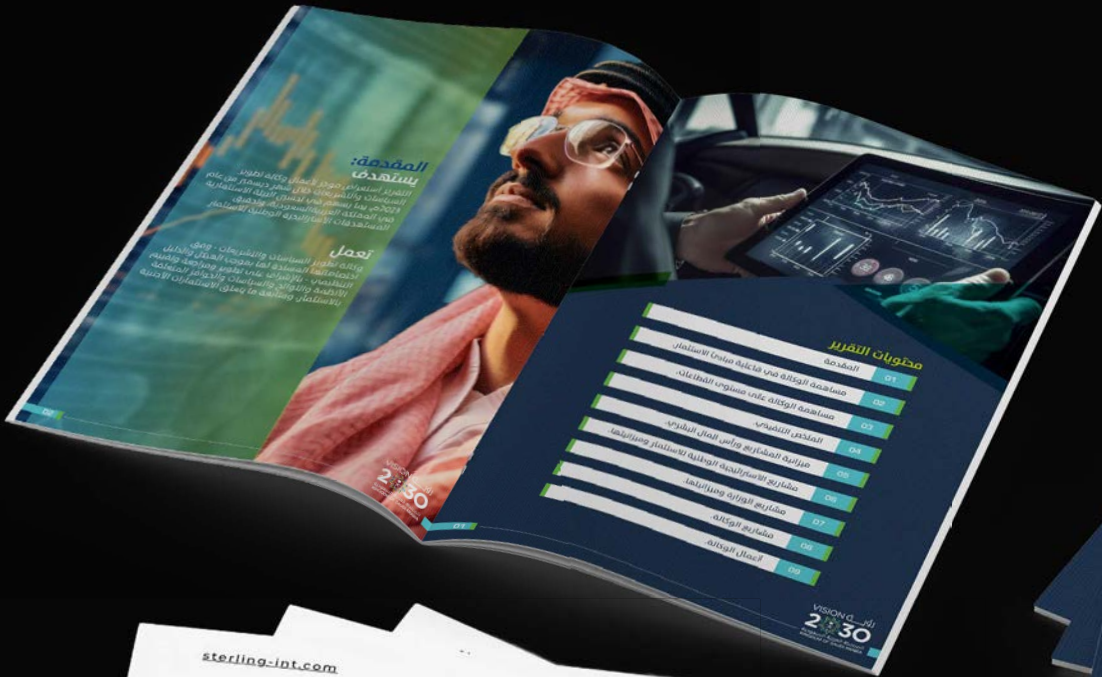


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A stylized white line drawing of a hand holding a pen, with the word 'CONTENT' overlaid in red. The drawing is minimalist, using only outlines to represent the hand, the pen, and the paper. The hand is positioned as if writing, with the pen held between the fingers. The paper is shown as a simple rectangular shape with a wavy bottom edge. The word 'CONTENT' is written in a bold, red, sans-serif font, centered horizontally across the middle of the image. The letters are solid red with a thin white outline, making them stand out against the white lines of the drawing and the black background.

**CONTENT**









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المكونات: سكر، زبدة، حليب، لوز، فانيليا، ملح.

**Ingredients:**

Ingredients: Sugar, Butter, Milk, Almonds, Vanilla, Salt.

**المكونات**

المكونات: سكر، زبدة، حليب، لوز، فانيليا، ملح.

**Ingredients:**

Ingredients: Sugar, Butter, Milk, Almonds, Vanilla, Salt.

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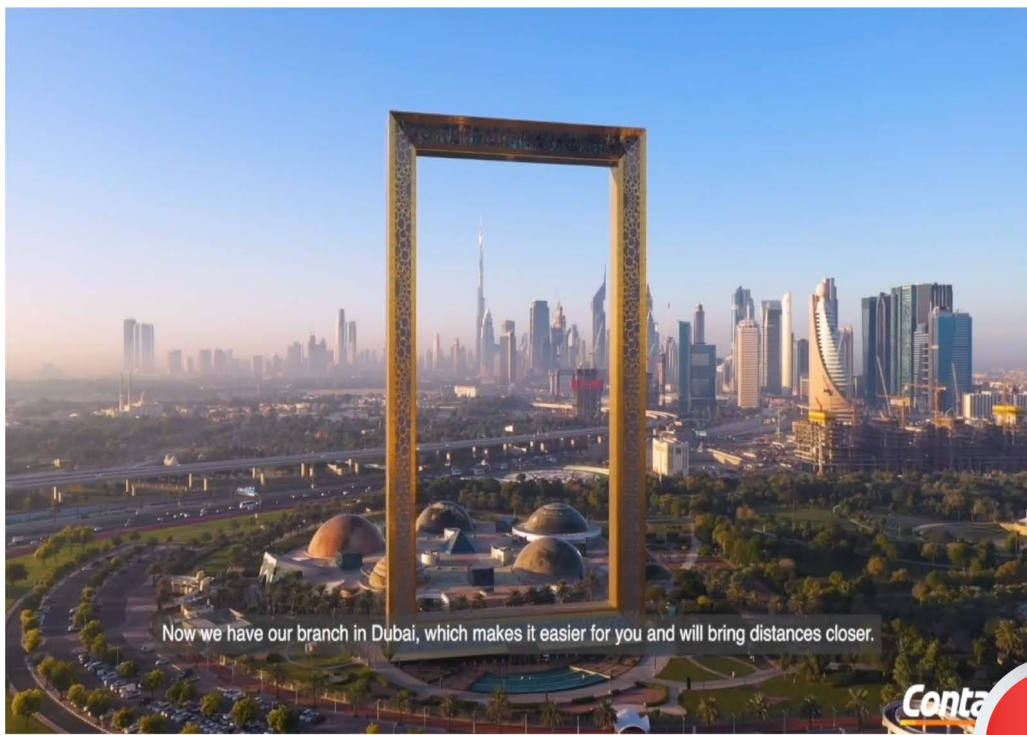
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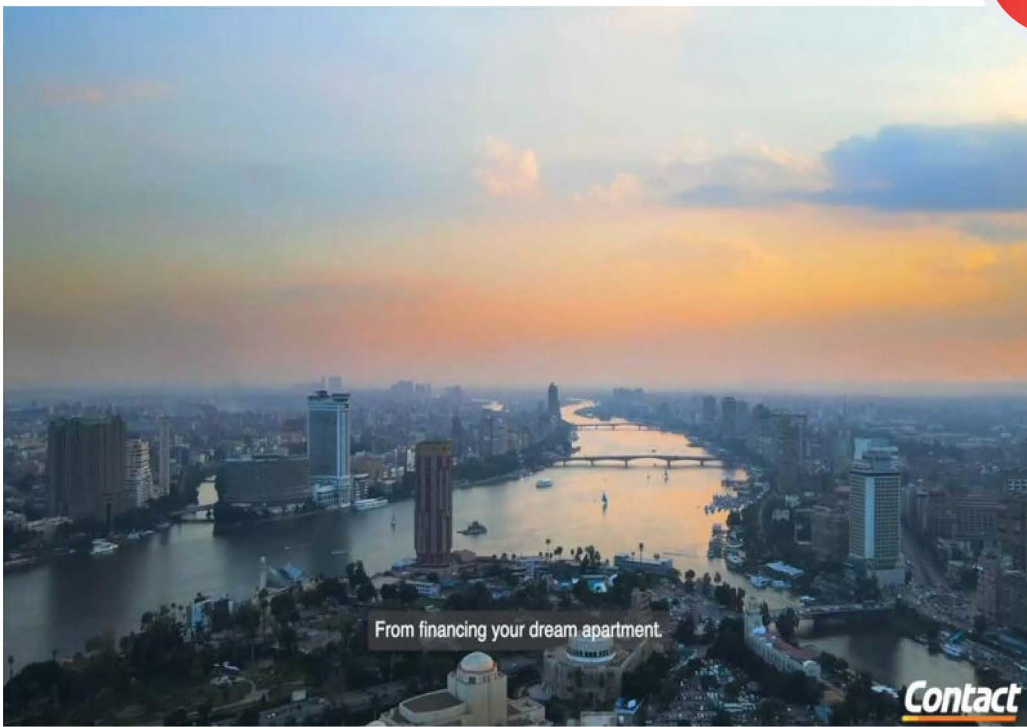
**SHOOTING &**

**VIDEOGRAPHY**



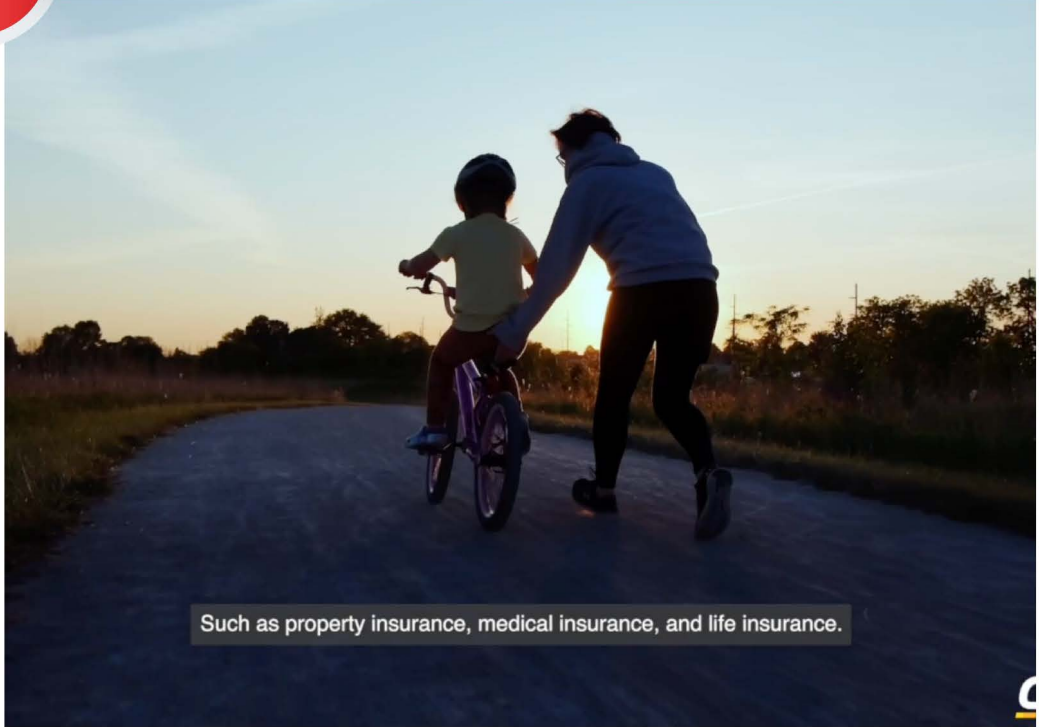
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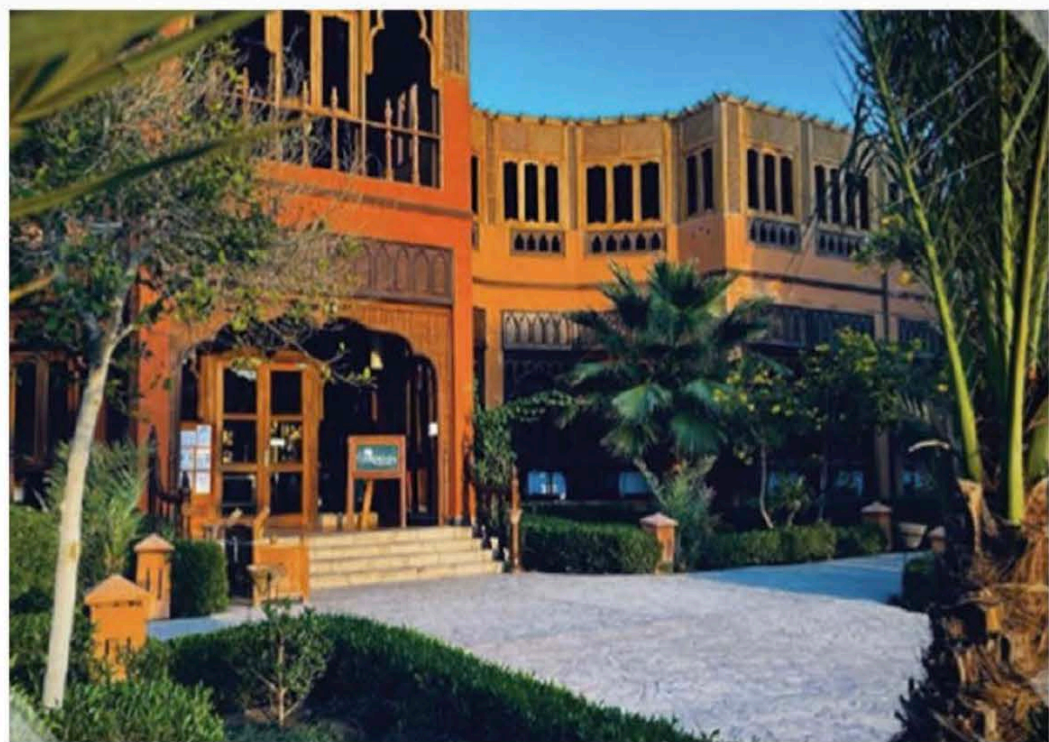
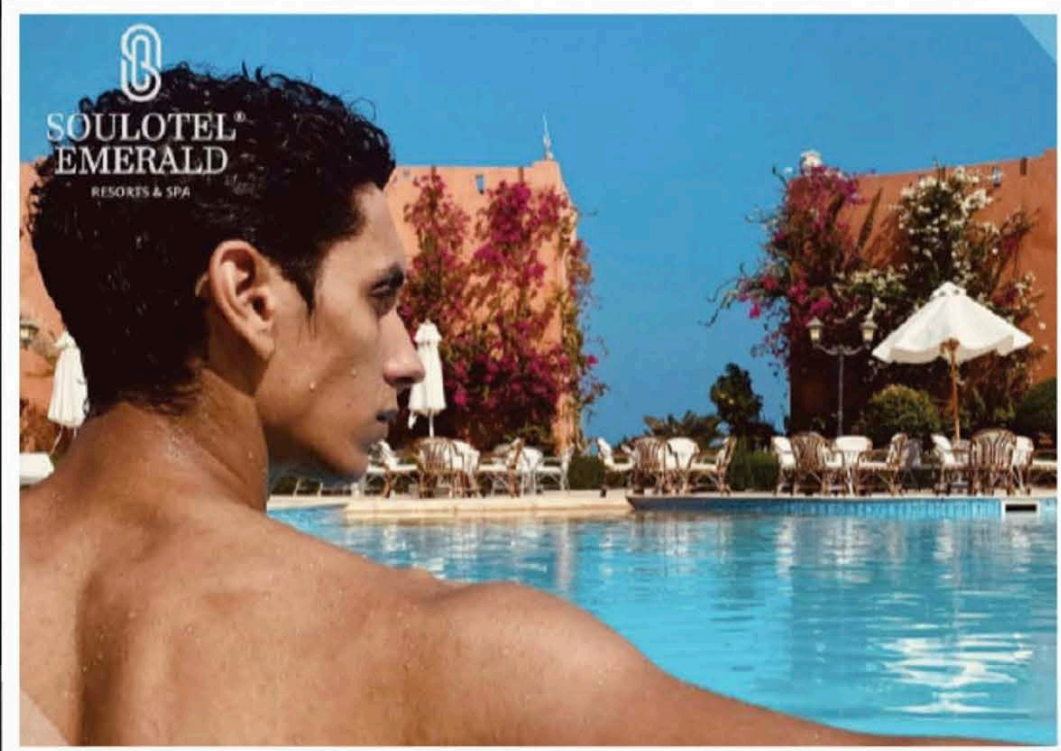
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Such as property insurance, medical insurance, and life insurance.

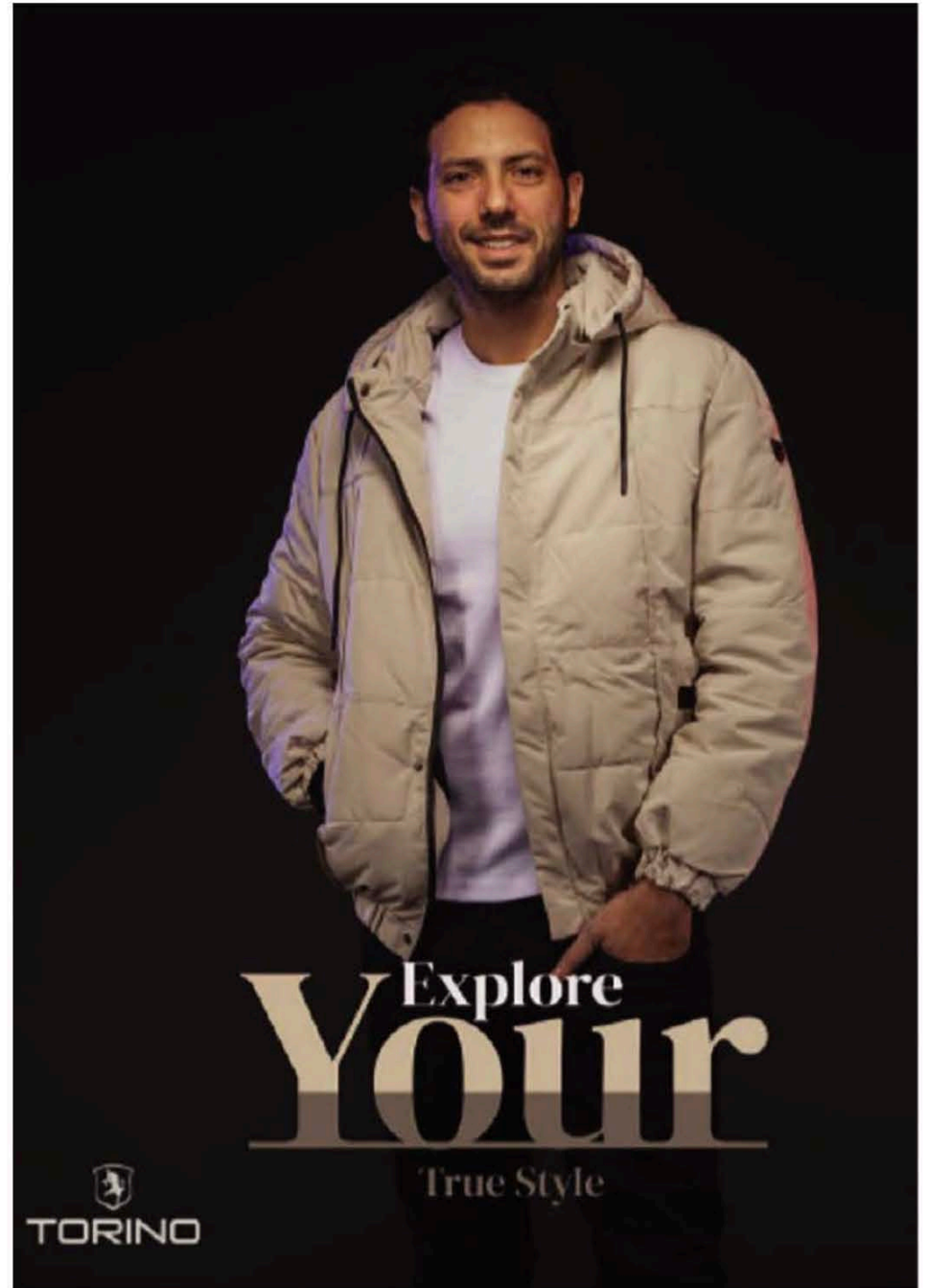
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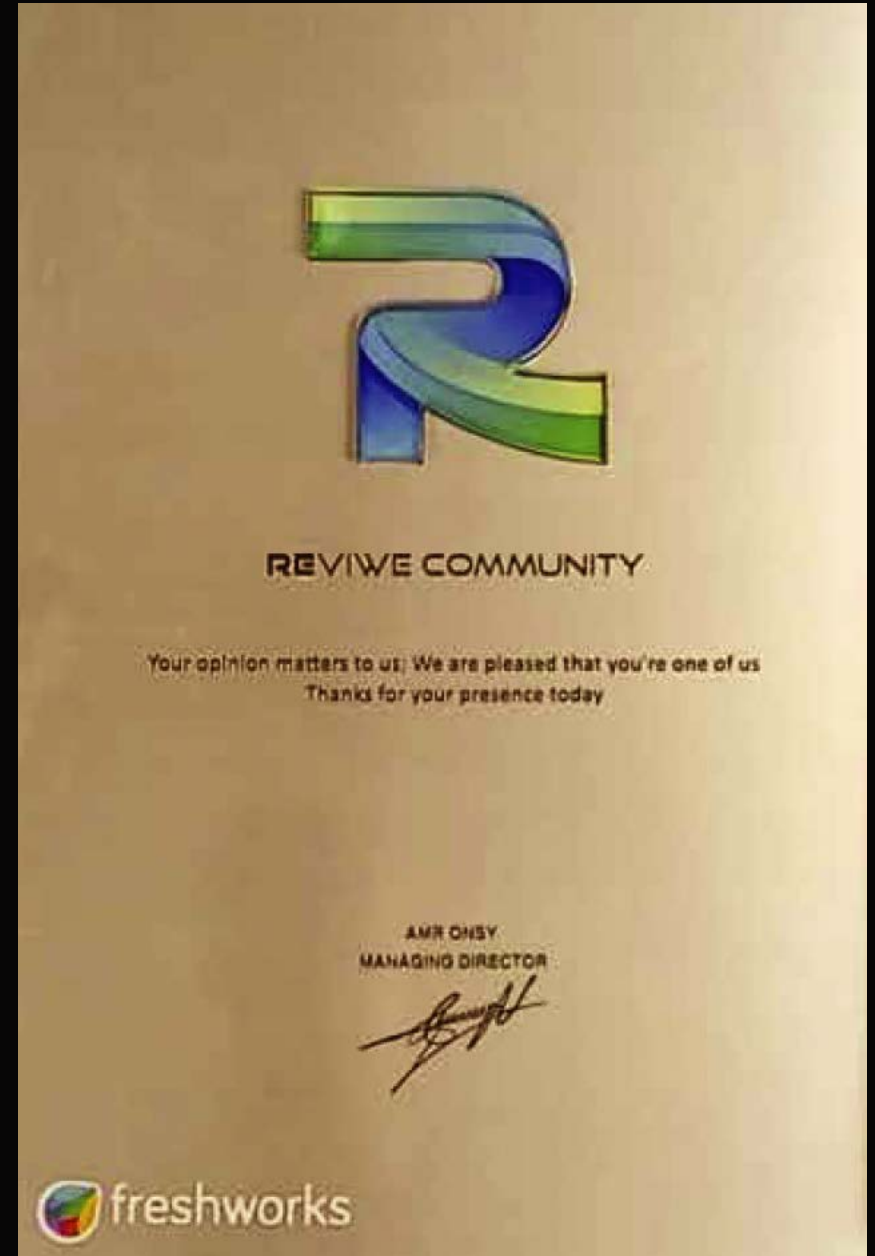




**PRINTINGS &  
GIVEAWAYS**



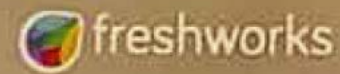




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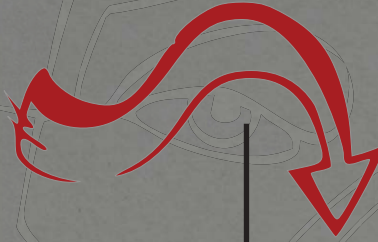
# Global Jam 2022

San Francisco, CA	May 3	London, UK	June 10
Atlanta, GA	May 10	Johannesburg, ZA	May 5
Chicago, IL	May 24	Singapore, SG	May 5
New York, NY	June 9	Delhi, IN	May 11
Munich, DE	May 10	Kuala Lumpur, MY	May 12
Berlin, DE	May 12	Cairo, EG	May 17
Stockholm, SE	May 17	Mumbai, IN	May 18
Barcelona, ES	May 19	Lagos, NG	May 19
Antwerp, BE	May 24	Melbourne, AU	May 24
Amsterdam, NL	June 2	Dubai, AE	May 26
Helsinki, FI	June 7	Sydney, AU	May 31
Paris, FR	June 9	Bangalore, IN	June 10
Manchester, UK	June 14	Manila, PH	June 14

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