

CEO Clubs Breakfast Meeting
“How can corporates give back to Society?”
8th August 2017 in Dubai

Event’s Insight

On 8th August 2017, CEO Clubs Business Women Division hosted the CEO Clubs Breakfast Meeting with a topic: “How can corporates give back to Society”. To mark the Year of Giving, our event’s speakers shared the overall impact and benefits of Corporate Social Responsibility initiatives their companies have taken.

One of the speakers is our CEO Clubs valued member, Ms. Roxana Jaffer, CEO, Sovereign Hotels Dubai & Resident Director of Holiday Inn Dubai - Al Barsha shared her “Loves You Campaign” launched in 2007 as they pledged that every Iftar meal consumed by a guest in the hotel's The Gem Garden restaurant will enable funds to feed four hungry persons during the Ramadan. [Click Here](#) 2017 event. She also presented the 3 Pillars of the Year of Giving: (1) Promoting Corporate Social Responsibility; (2) Promoting a culture of volunteering; and (3) Promoting a value of serving the nation. She already fed 366,582 less fortunate kids around world.



The Speaker: Ms. Roxana Jaffer, CEO, Sovereign Hotels Dubai & Resident Director of Holiday Inn Dubai - Al Barsha

Another guest speaker was Ms. Nicole Malick the Corporate Social Responsibility (CSR) Manager of NRS-International. Her views on CRS is that it is a management function which integrates social and environmental priorities into operations while simultaneously underscoring economic efficiency. She shared about one of their projects, the [#LoveCoats](#). Also, when planning a charitable activity it is important to know that in the UAE, it is closely monitored by Islamic Affairs & Charitable Activities Department. So we should consult them about the rules, if we need a license or a partner. Ms. Malick also enumerated the Rules of CSR: Create partnerships & find your people. Be bold & creative. Know the rules. Make it authentic. Activate. Activate. Activate.



The Speaker: Ms. Nicole Malick the Corporate Social Responsibility (CSR) Manager of NRS-International

Following the speakers' presentations on their views and initiatives on promoting CSR, we invited them in the panel discussion addressing the following questions:

- "Does Corporate Social responsibility, enhance our business?"***
- "In these hard times, is CSR an unnecessary expense?"***
- "Will 'The Year of Giving' be sustainable?"***



The CEO Clubs Breakfast Meeting Panel Discussion Session



The Moderator: Ms. Sandra Saksena – CEO Clubs Business Women Division Board Member

CEO Clubs UAE feels proud to have its Women Division Board Member, Ms. Sandra Saksena for her active role in the club, efforts and inputs at the panel discussion as well as moderating the whole program excellently with interesting questions raised to the panel and lively interaction among attendees.

At every CEO Club's meeting, we highlight one member to showcase their company and introduce their products & services. In this event, we invited the [Najahi Events Organization LLC](#) represented by Ms. Arwa AlKhatib, the Communication Manager.

In the meeting, all attendees received a voucher of complimentary health screening session at Valiant Clinic. 2 complimentary weight loss sessions worth of AED 4000, 1 complimentary organic tissue maintenance face treatment worth AED 2000 and 1 chemical skin anti-aging treatment worth AED 2000 were given away from La Vie Clinic. Dr. Carmelo Crusifulli, Plastic Surgeon of La Vie Clinic presented briefly about the clinic as well as the gifts.



Ms. Arwa AlKhatib, the Communication Manager of Najahi Events Organization – CEO Clubs Member



Dr. Carmelo Crusifulli, Plastic Surgeon of La Vie Clinic

CEO Clubs Network always strives to host high-quality meetings with wide variety of hot topics which is timely and relevant. The CEO Clubs Breakfast Meeting had a very good turnout with lively interaction among members.

After the member-introduction, the roundtable interactive sessions were held to give members a chance to introduce themselves, their products, services and business needs. We conducted very collaborative sessions.



“Together, we create better”



“The Chief Executive Officers Clubs create a nurturing environment for CEOs dedicated to improving the quality and profitability of their enterprises through shared experiences and business opportunities”

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