



CEO Clubs Network®

CEO Clubs Monthly Lunch Meeting

“Dubai 2.0 - Think Tank”

January 9th 2019 | World Trade Club

Event's Insights



Speaker: Mr. Mahmoud Al Burai, Chairman Middle East Sustainable Development Institute (MESDI) & UN Global Compact UAE (UNGC UAE)

The CEO Clubs Network hosted its first Members Lunch Event for 2019 on January 9th at the World Trade Club. The event received over 30 CEOs and Decision makers, who were all enthusiastic about starting the New Year with some insightful discussions.

The event began with the traditional welcome and introduction by Dr Tariq Nizami, Founder and CEO of the CEO Clubs Network. He took this opportunity to formally launch and introduce Think Tank – Dubai 2.0, which was the focus of this meeting. In his speech, Dr Nizami also recapped events that have led to the growth of Dubai as a city and economy, right from its birth in 1968. This served as a good reminder to the audience, of the phenomenon that is Dubai, and of its greatness in terms of leadership, vision and execution.

Dr. Nizami's welcome speech was followed by the formal presentation on Think Tank – Dubai 2.0, which was made by Mr Mahmoud Al Burai, Chairman Middle East Sustainable Development Institute (MESDI) & UN Global Compact UAE (UNGC UAE). Mr Burai used his presentation to introduce and explain this new initiative – its rationale and benefits.



Dubai is a great city, with a powerful leadership, and has grown exponentially with limited resources (quite similar to Singapore!). However, the underlying concern with this growth is the ability of the city to sustain it, and that is the issue that Think Tank – Dubai 2.0 aims to address and resolve.

The 3 pillars of competitiveness are Government, Quality of Life, and Affordability. These are key to the success of any country or city. MESDI prepared three reports based on inputs from people who live in this city, about the future that they want for this city. And the result was that they want leaders to come together and work towards the empowerment and growth of the city. Towards this, MESDI is proud to associate with the Dubai business community, and work with it for the future of the city.

National fails when they build exclusive and not inclusive societies. They need to build inclusivity for their citizens. And one of the biggest reasons for this is the lack of leadership – 86% of people surveyed believe that there is a leadership crisis in the world! There is overall mistrust in the Government as well, which further creates unhappiness in the citizens. However, this is not common in the UAE (it is a big issue in most other countries). And this lack of leadership across the globe gives the UAE better opportunities to become a global player.

UAE is proud to have the highest rate of employment in the Gulf, and is constantly working on attracting new talent from across the world. Currently, there are people from 217 nationalities living in Dubai! The overall tolerance extended by the city's leadership has been instrumental in achieving this, and is therefore providing new business opportunities. Dubai's prime focus is its people – their satisfaction, happiness and sustainability. The Private Sector is also a part of this effort. For example, a real estate company focusses on providing people with a roof on their heads, thereby giving them happiness. Real happiness for a city comes more from the social happiness of its people, rather than from their economic happiness.

Dubai set the goals aligned with UN Sustainable Development Goals for 2030. These are:

1. No Poverty
2. No Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality

6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice Strong Institutions
17. Partnerships for the Goals

The 17th goal – Partnership for the Goals – is the key goal, as it involves a partnership between the Government and Private Sector. These goals can be achieved only through collaboration.

All of the above rationale has led to the creation of this new initiative – Think Tank – Dubai 2.0. This initiative will bring together leaders from different nationalities, who will bring different perspectives to the group. So far, Dubai has followed the mantra of: if you build it, they will come. However, the new mantra now is: we know what they want, and we will build that! Think Tank – Dubai 2.0 is being launched in partnership between MESDI and the CEO Clubs Network. It will include multiple stakeholders, who will provide solutions and ideas that aim at enhancing Dubai competitiveness. And all of this will be documented in a Yearly Publication. There will be several themes/focus areas, including Tourism and Entertainment, Finance and Real Estate, Business Friendly, Health, Education, Environmental Sustainability, Social Sustainability, Happiness and Quality of Life, and Talent Attraction. All of these themes have been derived from the vision of the country. The process will include the formation of 9 Focus Groups, with diversified stakeholders, who will meet regularly to brainstorm, and to arrive at solutions on trends, best practices, what should be done, how to do it, and what can be learnt from competition.

CEO Clubs Network | A Trademark of CEOC Network LLC
A Winner of Dubai Quality Appreciation Award 2017
 T: +971 (0)4 346 5101 | M: +971 (0)55 384 7066
 E: events@ceoclubsuae.com | W: www.ceoclubsuae.com
 PO Box 58162 | 2nd Floor, Office 206, Building 7 | Gold & Diamond Park | Dubai | U.A.E.



PROUD TO SUPPORT
THE WOMEN'S EMPOWERMENT PRINCIPLES
 a joint initiative of the UN Global Compact and UN Women
 Learn how to join: www.wepprinciples.org



“The CEO Clubs Network creates the most effective business platform for CEOs and seniors executives to share experiences, explore opportunities and grow business connections locally and internationally”

[Membership Benefits](#) | [Apply Membership](#) | [Event Calendar](#)