

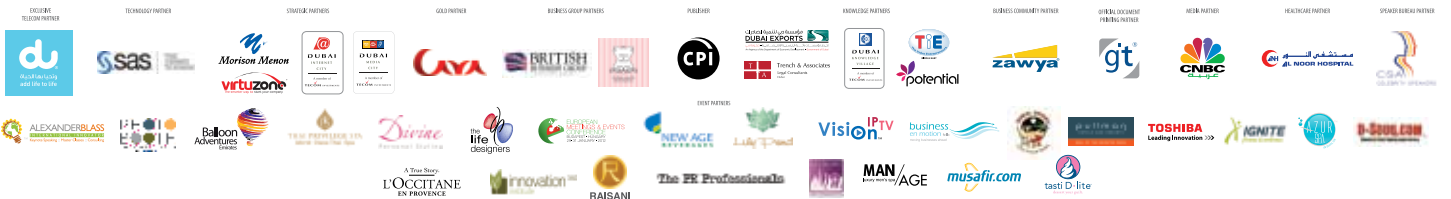
BATTLE OF THE STARS



Episode II A new note

The SME Advisor Stars of Business Awards, presented by ADCB, with du as the exclusive telecom partner, are back and they're bigger.

It is a period of nail-biting suspense. This year 3,800 businesses battled it out for supremacy. To guard against Rebel Eyes, the nominations were audited. The Galactic Umpires pitted the best of the best against each other.



BUSINESS STAR OF THE YEAR

Bayt

Bayt is one of the most successful job sites in the Middle East, offering a complete range of end-to-end employment solutions and career planning tools. Bayt is fully functional in English, Arabic and French, and offers fast, easy, and cost-efficient methods for employers to find quality candidates, and for job seekers to find top jobs, in the Middle East and North Africa.

Its edge in terms of service offered is demonstrated by its 12 regional offices in Abu Dhabi, Al Kuwait, Amman, Beirut, Cairo, Casablanca, Doha, Dubai, Eastern Province, Jeddah, Manama, Riyadh. Over 6,750,000 professionals and over 40,000 leading organisations currently use Bayt's recruitment services across all industry categories and career levels.

SHORTLISTED FINALISTS

- 3W Networks
- Active Public Relations
- Agile Financial Technologies
- Al Futtaim
- Bayt
- biz-group
- Coffee Planet
- Divine
- Ethos Consultancy
- Innovative HR Solutions
- Intelligent Business Technologies
- Lenovo
- Monaqasat
- Page International
- Radiant Engineering
- Rouge Couture
- SamTech Middle East
- Spektra Jeotek Sanayi
- Splash n Bounce
- Warda Fashion Design



"Thank you. I accept this award on behalf of my team, my colleagues and my partners who have all made it possible."

TECHNOLOGY AND ONLINE

Bayt

SHORTLISTED FINALISTS

- 3W Networks
- Al Futtaim
- Apple Search & Selection
- Bayt
- Cobone
- Content Syndicate
- EmiratesAvenue.com
- help AG Middle East
- Intelligent
- Telecommunication
- Lenovo
- Monaqasat
- Page International
- SamTech Middle East
- UAE Compare
- Xpert Learning

THE SME ADVISOR STARS OF BUSINESS AWARDS 2011

THE ONE TO WATCH (BEST NEW BUSINESS)

CareZone

CareZone benefits both companies and consumers while facilitating support for various charitable causes. The new mobile app aims to bridge the gap between brands and consumers in a socially responsible manner.

The platform uses a location-based mobile app that identifies an extensive selection of retail partners participating in CareZone. Users can see messages from brands that have made a conscious decision to be socially responsible.

CareZone will also come with a social media component that allows users to share their good deeds with followers, friends and family on Facebook and Twitter, thus encouraging them to support a cause through CareZone as well.

SHORTLISTED FINALISTS

- DGrade
- fishfayce
- Heels & Deals
- CareZone
- Intelligent Business Technologies
- Just Wills Alwasiyya
- My Ex Wardrobe
- OKKU Luxury Japanese Restaurant and Lounge
- Photobooth-ME
- Platinum
- Random Solutions
- Ripe
- Sept PR
- Social Circles
- The Brain & Learning
- The MediAcubed Group
- The Question Company
- Toys On Rent
- Traffic
- Wild Guanabana
- Xeratek Document Solutions

"When we applied for these awards we didn't expect to come up trumps, especially as the list of finalists is so impressive. We are humbled and proud to have received this."



EMIRATI ENTREPRENEUR OF THE YEAR

Sara Al Madani, Rouge Couture

Sara is 25-year-old entrepreneur based in the UAE. She studied film directing, which is her passion and then took a journey into the world of nutrition.

Sara and her business partner, Apple, put their business plan into action

in May 2007. They combined their knowledge and experience bringing a line of unique and stylish Abaya and Jalabya. All of the designs are free size, which makes it easy to order and faster for them to finish.

SHORTLISTED FINALISTS

- Wafa Al Kaabi, Al Futtaim
- Tala Badri, Centre for Musical Arts
- Nayla Al Khaja, D-Seven
- Tarifa Ajaif, Go Glocal Educational Consultancy
- Dani Alyamour, Imovation
- Sara Al Madani, Rouge Couture
- Rahil Hesani, Warda Fashion Design
- Salah Ahmed Bin Masoud , Zero Five Five Telecom



"This is an award for my amazing team, and may 2012 prove even more successful than this year."

THE SME ADVISOR STARS OF BUSINESS AWARDS 2011

ADMIRABLE WOMEN ENTREPRENEUR OF THE YEAR

Shabana Karim, The Nail Spa

Shabana saw a niche in the UAE beauty industry. She took the challenge of this business opportunity, travelled extensively and carefully studied and learned the industry. In 2002, she opened the

flagship store of The Nail Spa, located in Mercato. Since then, the company has expanded to four locations and more than 200 employees with a huge following of loyal customers.



"That was quite a big list of fantastic finalist businesses! We feel pretty honoured to be on that list! A big thanks to all the sponsor and organisers of this great event."

SHORTLISTED FINALISTS

- Sawsan Ghanem, Active Public Relations
- Amanda Dowie, Apple Search & Selection
- Hazel Jackson, biz-group
- Tala Badri, Centre for Musical Arts
- Vivian Labib, Charisma Arts
- Camilla & Lucy d'Abo, DABO & Co.
- Nicole Rodrigues Larsen, Diva Modelling & Events
- Kelly Lundberg, Divine
- Nayla Al Khaja, D-Seven
- Nanette Fairley, Innovative HR Solutions
- Sara Al Madani, Rouge Couture
- Tina Mehra-Joshi, Splash n Bounce
- Shabana Karim, The Nail Spa
- Aysha Butti Al Muhairi, Wrapt

HEALTH AND WELLNESS

The Nail Spa

SHORTLISTED FINALISTS

- Al Najamat General Trading
- Al Mashriq Medical Supplies
- Aqua Swiss Middle East
- Dr. Sai Ganesh Pillai Medical Center
- Eastern Biotech & Life Sciences
- Gulf Medical University
- Hana Medical Supplies
- PharmaPal Drug Store
- Romana Water Purification
- Sahara Pharmaceuticals and Medical Supplies
- Seagulf Trading
- The Nail Spa
- Water Life Technology

ARAB ENTREPRENEUR OF THE YEAR

Sawsan Ghanem, Active Public Relations

Sawsan Ghanem is the Joint Managing Director of Active PR. She has lived in the Middle East region for the greater part of her life. Sawsan lived and studied in the UK for a few years where she gained her BSc in Chemistry & Management from Kings College, London University and MA in International Business, from Webster Graduate School (London Campus).

Sawsan began her career in PR over 14 years ago, when she caught the PR and communication bug. She founded Active PR in the summer of 2003 along with Louay Al Samarrai.

Sawsan has in-depth experience in strategic PR campaigns, media relations, creative thinking, crisis management and more.



SHORTLISTED FINALISTS

- Sawsan Ghanem, Active Public Relations
- Rabea Ataya, Bayt
- Isam Al Sharabati, Isam Al Sharabati
- Samir Ibrahim Abdal Hadi, SamTech Middle East

"In all honesty I am really chuffed and proud. It's great to be recognised for all the hard work. This definitely gives me the confidence to push ahead with future plans and take my business to the next level."

HOSPITALITY AND TOURISM

Wild Guanabana

Founded in Egypt in 2009, Wild Guanabana is a carbon-zero travel company in the MENA region that specialises in creating personalised, life-changing travel experiences around the world. It was this uniqueness that pushed them over the finish line in first place.

Its founder, Omar Samra, the youngest Arab to climb Mount Everest, spent a number of years working in investment

banking before a series of travel experiences inspired him to leave his career behind and set up a travel company with a difference.

SHORTLISTED FINALISTS

- Banglore Empire Restaurant
- Bateel International
- Dubai for Destination Tourism
- FoodFund International
- Lama Desert Tourism
- Sun East Tourism
- Wild Guanabana



"I knew we were a finalist nominee but never guessed we would win. I'm just very excited to be here and thank you to all the sponsors and supporting partners of the event."

RETAIL

Bateel International

Bateel International is a brand in the gourmet food market with an exclusive selection of confectionery, fresh dates, date products and other gourmet delicacies. It operates its own date groves in Al Ghat, Saudi Arabia, and produces more than 20 varieties of dates.

With headquarters in Saudi Arabia, a regional office in the UAE, operations in 14 countries, extending from London to Jakarta, and activities that include farming,

processing, manufacturing, and premium retailing, Bateel's success is anchored on a strong production and marketing organisation.

Having fully established itself in the gourmet confectionery industry, Bateel introduced its clients to a new concept in casual dining – Café Bateel. Offering a unique range of gourmet foods and beverages, the Café Bateel menu embodies the ancient Umbrian culinary heritage and a rich tradition of Arabian hospitality.

SHORTLISTED FINALISTS

- Act General Trading
- Al Futtaim
- Al Mazhar Electronics
- Atlas Safety Products Trading
- Bateel International
- Coffee Planet
- Dubai Gifts
- Elle
- Hurrah Pizza Restaurant
- Sofia Gifts
- Trinity Infotech
- Zero Five Five Telecom



"Thank you very much and thank you to all our customers and our hard working staff."

MANUFACTURING

Bateel International

SHORTLISTED FINALISTS

- Bateel International
- DGrade Limited
- German Imaging Technologies Dubai
- Independent Tobacco
- Intercoil International Company
- Jasco International
- McPai and Company
- Pallet Company
- Radiant Engineering
- Shuaa Paper and Plastics
- Products Company
- Specktra Jeotek Sanayi
- Warda Fashion Design
- WMS Metal Industries

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EVENTS AND ENTERTAINMENT

Xpanse CGI

Xppanse CGI is an Award-winning animation design visual effects company that was founded in March 2007 by Ashraf Ghori, who currently serves as Xpanse's President and CEO. The studio originated in and operates from Dubai, UAE. Xpanse CGI is best known for creating Levity Xero Error Minus1, the first computer-generated science fiction film produced in the UAE.

Xpanse CGI established their use of computer-generated imagery when they started to independently produce Xero Error in 2009. The film had its world premiere at the Third Gulf Film Festival, April 2010 in Dubai. It was also featured at the 63rd Festival de Cannes, and the Tenth edition of Sci-Fi-London. They were also involved as co-producers of Malal, the first Indo-Emirati film.



"To win one award is fantastic but to pick up two awards is truly humbling. Thank you to everyone at SME Advisor."

SHORTLISTED FINALISTS

- biz-group
- Diva Modelling & Events
- Mosaic Live Communications
- Splash n Bounce
- Wood Zone Technical Works
- Xpanse CGI

BEST TECHNOLOGY IMPLEMENTATION

Xpanse CGI

SHORTLISTED FINALISTS

- 3W Networks
- Agile Financial Technologies
- Al Futtaim
- Apple Search & Selection
- Bayt
- Cobone
- Commnet Systems Consultancy
- Eastern Biotech & Life Sciences
- Education Zone
- EmiratesAvenue.com
- help AG Middle East
- Independent Tobacco
- Intelligent Telecommunication
- Lenovo
- Page International
- SamTech Middle East
- Xpanse CGI
- Xpert Learning

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MEDIA AND MARKETING

DABO & Co.

DABO & Co. was set up in Dubai by Lucy and Camilla d'Abo in 2004. Starting life dealing with events before adding public relations two years later, its commitment to high levels of client servicing and creativity ensured rapid growth.

The company rebranded as DABO & Co. at the beginning of

2011 to reflect its evolution into an integrated communications agency, with digital engagement a natural extension of the company's core services. It now provides integrated communications services across 15 countries in the Middle East and North Africa.



"Thank you very much. This award is dedicated to our staff and to our customers."

SHORTLISTED FINALISTS

- Active Public Relations
- Al Abeer Sign
- Ameer Merzai Trading Company
- Content Syndicate
- DABO & Co.
- Diva Modelling & Events
- D-Seven
- Printech Middle East
- The Question Company

PROFESSIONAL SERVICES

Davidson & Company

Davidson & Company offers legal services and was established by founding partner Jonathon Davidson and continues to expand by attracting lawyers with significant previous experience of practising in Dubai and throughout the GCC.

Its team includes lawyers from the United Kingdom, United States, Australia, Ireland and the

GCC and collectively has over 30 years experience in the UAE. The firm specialises in areas such as intellectual property, real estate, dispute resolution and employment and immigration.

SHORTLISTED FINALISTS

- Apple Search & Selection
- Al Dharis Contracting & General Maintenance
- Al Naboudah Rent-a-car
- biz-group
- Commnet Systems Consultancy
- Davidson & Company
- Deaifis Advocates and Legal Consultants
- Divine
- Education Zone
- help AG Middle East
- Innovative HR Solutions
- Intelligent Business Technologies
- Just Wills
- Madint Kujrat Auto Elect & A/CW.Shop
- Page International
- Protraining
- SamTech Middle East
- Spektra Jeotek Sanayi
- Splash n Bounce
- Teksalah
- Warda Fashion Design
- Wood Zone Technical Works



"We accept this award on behalf of our colleagues who have made this possible today and we dedicate this to all of them."

CONSTRUCTION AND REAL ESTATE

Radiant Engineering

Radiant Engineering, located at Sharjah Airport Free Zone, UAE, is a key partner for Perkins electric power in the UAE and GCC region. Radiant has been steadily growing its reputation of being a very reliable source for world class power generation products along with the ability to provide custom built solutions for their customers.

Apart from its own full-fledged marketing and service facilities in Sharjah, Radiant also has an

excellent network of distributors across the Emirates in UAE including Dubai, Abu Dhabi, Ajman, Fujairah and Umm al Quwain and are expanding into the GCC and other African nations.

Radiant has the expertise to undertake and execute turnkey projects including CHP power station, power house with MV & LV switch gears and complex installations including design of chimney, ventilation systems and HT cabling.

SHORTLISTED FINALISTS

- Bader Darweesh Aluminium Works
- Community Development Group
- Humaid Al Qubaisi Contracting
- Monaqasat
- Radiant Engineering
- Spektra Jeotek Sanayi

"On behalf of the entire team we'd just like to say thank you to the judges and of course to our staff, who are both gifted and hard working and without them this would not be possible."



GREEN BUSINESS OF THE YEAR

Radiant Engineering

SHORTLISTED FINALISTS

- German Imaging Technologies Dubai
- Radiant Engineering
- Spektra Jeotek Sanayi
- Summertown
- WaterWise Car Washing
- WMS Metal Industries

TRADE

Bright Mark Building Material Trading

Bright Mark Building Material Trading is a manufacturer, exporter and supplier of plywood, MDF, boards, steel, structural steel, timber, cement, paints, hardware, construction chemicals and other allied building materials in various grades and sizes.

It is located in business centres of Dubai, UAE, Shandong Province of China and Karnataka State of India.

Bright Mark Building Material Trading demonstrated a willingness to share good quality materials, better services and competitive prices with their customers to get bright, for a steady growth and profitable future.



"Thank you to all the sponsors here and to CPI. More importantly, thanks to all the staff for getting us here today."

SHORTLISTED FINALISTS

- ACA International Commerce
- Bright Mark Building Material Trading
- Deep Seafood Company
- Jayinee Foodstuff
- McPai and Company
- Pallet Company
- Radiant Engineering
- Redrose Readymade Garments
- Silex General Trading
- Spectkra Jeotek Sanayi
- Tradewell

INCREDIBLY INNOVATIVE APPROACH

My Ex Wardrobe

Founded in May 2011 by Teagan Rowlands, with her sisters Sian Rowlands and Bekki Britton, My Ex Wardrobe provides a platform for people to

buy and sell their good-condition second-hand clothes. This company specialises in high-street to high-end items.

The business is an environmentally friendly initiative and helps reduce, recycle, reuse and reown, providing people a chance to clear their wardrobes, contribute to the environment, and earn small amounts to buy new stuff.



"Thank you very much to SME, to the judges and to the sponsors. We've been working hard and it's nice to receive recognition for that hardwork."

SHORTLISTED FINALISTS

- 3W Networks
- DABO & Co.
- Davidson & Company
- Ethos Consultancy
- FoodFund International
- Innovative HR Solutions
- Jayinee Foodstuff
- McPai and Company
- My Ex Wardrobe
- Rouge Couture
- Silex General Trading
- Specktra Jeotek Sanayi
- Teksalah

THE SME ADVISOR STARS OF BUSINESS AWARDS 2011

EFFECTIVE FINANCIAL IMPLEMENTATION

Agile Financial Technologies

Agile Financial Technologies was formed by acquiring and merging strategic software products technology companies in the space of software solutions, technology services, BPO (business process outsourcing) and KPO (knowledge process outsourcing).

It brings the energy and agility of a young enterprise, and the wisdom and rich experience that is given by a cumulative 45 operating years of the constituent enterprises that are now Agile Financial Technologies.

Its strategic intent is to serve businesses in the banking, financial and insurance sectors by providing outsourcing options for clients' processes and back office, thus enabling them to focus on their core business.

"Thank you to all the sponsors here and to CPI and I'd like to dedicate this to our very hard working team."



SHORTLISTED FINALISTS

- Agile Financial Technologies
- Al Futtaim
- DABO & Co.
- Eastern Biotech & Life Sciences
- Intelligent Telecommunication
- Jasco International
- Just Wills
- Radiant Engineering

FINANCE - SME SUPPORT PARTNERS

Agile Financial Technologies

SHORTLISTED FINALISTS

- Agile Financial Technologies
- Al Futtaim
- Ethos Consultancy
- help AG Middle East
- Just Wills

THE SME ADVISOR STARS OF BUSINESS AWARDS 2011

IMPRESSIVE MANAGEMENT POLICIES

FoodFund International Middle East

FoodFund International manages restaurants such as The Meat Co. and Ribs and Rumps. Their international headquarters in North Ryde, Sydney, Australia, oversees the operation of all their restaurants around the globe.

FoodFund International has established and grown a base of concept and

branded restaurants both locally and internationally. It owns and manages food brands across South Africa, Australia, Middle East and London.



"It's really a great honour to be up here on stage and be recognised by SME Advisor and CPI management. The award truly goes to the entire team at FoodFund International, where we work as one team and one family."

SHORTLISTED FINALISTS

- ACA International Commerce
- Agile Financial Technologies
- Coffee Planet
- DABO & Co.
- FoodFund International
- Isam Al Sharabati
- Jasco International
- Lama Desert Tourism
- McPai and Company
- Specktra Jeotek Sanayi
- Summertown
- Tradewell
- Zero Five Five Telecom

CONSULTANTS - SME SUPPORT PARTNERS

Ethos Consultancy

Originating in the UK in 1995, Ethos relocated to Dubai in 2004. Robert Key is the Founder and Managing Director of Ethos Consultancy. A team of

three has matured to 40 in response to a very healthy and continually expanding client portfolio covering small, medium and large enterprises in both the private and public sectors. Ethos Consultancy operates with partners in Oman, Qatar and Canada.

In his search for a worldwide standard in service excellence, Robert co-founded The International Customer Service Institute (TICSI). TICSI has developed the only global customer service standard (TICSS), a practical guide on delivering service excellence; working with private and public organisations at both local and international levels in the service quality sector.



"Again I'd like to thank everyone at SME Advisor and everyone from my team. It's great to receive this award in recognition of the work we all do."

SHORTLISTED FINALISTS

- ACA International Commerce
- DABO & Co.
- Deafis Advocates and Legal Consultants
- Ethos Consultancy
- Innovative HR Solutions
- Just Wills
- Roca Sanitario
- Xpanse CGI

BUSINESS SETUP - SME SUPPORT PARTNERS

Innovative HR Solutions

Founded in 1999, and staffed with professionals who have extensive human resources and systems experience, Innovative HR Solutions assists companies in improving their human resources function. Since the company's establishment the firm has worked with clients from a variety of industries including construction, health care, high-

tech, manufacturing and telecommunications.

Through its own proprietary Internet-based employee survey system, the firm's services include four unique products: the Comprehensive Employee opinion survey, the Company check-up, the New hire survey and the Exit interview questionnaire.

SHORTLISTED FINALISTS

- Bayt
- biz-group
- Davidson & Company
- Innovative HR Solutions

"A big thanks to all our hard working staff and to SME Advisor for this award. It's a great feeling when hard work is recognised."



TRANSPORTATION AND LOGISTICS - SME SUPPORT PARTNERS

Al Ain Oil Field Services

Since its inception in 1992 this company has come a long way, providing services for civil, electrical, mechanical and general contracting. Over the years, Al Ain Oilfield has expanded its base by including general building construction and maintenance in its domain, and which has now become its main area.

SHORTLISTED FINALISTS

- AVT Best Cargo
- Al Ain Oil Field Services
- Globe Trekkers
- Glorious Hands
- Murshid Al Shihhi Transport
- Ocean Front Shipping
- SAL Logistics
- SamTech Middle East
- Thames Shipping
- UniWorld Shipping
- World Shipping & Logistics

ICT SUPPORT AND SERVICES - SME SUPPORT PARTNERS

3W Networks

3W Networks has been successfully operating in the Middle East and Africa region for over 11 years. It is a technology based communications contractor and systems integrator principally involved in providing integrated communication solutions to the Oil and Gas, power utilities and private telecom operators. 3W Networks offers its clients a comprehensive range of advanced technology communication solutions to suit any application involving telecommunication backbone networks, voice and data networks and safety and security solutions.

SHORTLISTED FINALISTS

- Agile Financial Technologies
- Al Futtaim
- Imovation
- Intelligent Business Technologies
- Intelligent Telecommunication
- Page International
- SamTech Middle East
- Teksalah
- Xpert Learning
- 3W Networks



"Firstly a big thanks to CPI and to all the sponsors. We are delighted to accept this award and thank everyone at 3W Networks for all their hard work."

SPECIAL MENTION: CONTRIBUTION TO THE BUSINESS COMMUNITY

British Business Group, Dubai and Northern Emirates

The BBG was founded in 1987 and operates under the auspices of the Dubai Chamber of Commerce and Industry. The BBG is led by a committee of annually elected members and the professionally staffed office supports the Committee and manages the Group's administration.

It currently has a membership of over 700 individual companies with a common interest of promoting trade between the UK and the UAE, most specifically Dubai and the Northern Emirates. Monthly forum luncheons and reception dinners, together with informal networking provide a forum for members and guests to discuss their views and concerns.

Guest speakers from the British Government, the commercial world of the UK and the UAE government, together with local business personalities are invited to speak at these functions and take questions.

"The British Business Group has been working very hard to help SMEs in the region and receiving recognition lets us know that we are moving in the right direction with our initiatives."



THE SME ADVISOR STARS OF BUSINESS AWARDS 2011

SPECIAL MENTION: CONTRIBUTION TO THE BUSINESS COMMUNITY

John Lincoln, Vice President, Enterprise Marketing, du

John contribution to the SME community never wavers. Not only does he provide advisory sessions to SMEs in his spare time and free-of-charge, but is very active with both blogging at with articles which he contributes to SME Advisor.

At present John is in the final stages of finishing a book which explores how businesses can grow and achieve sustainability and which is scheduled for publication by February 2012.

He has over 20 years experience in telecommunications in the USA, Japan, Europe, India, Dubai, Malaysia, Latin America and various other countries. He has extensive senior expertise in international telecommunications sales, marketing, business development and customer service delivery.

John also has executive experience with general management, marketing, P&L, product development and revenue



"A big thanks to both SME Advisor and CPI for this award – it's truly appreciated. I'd also like to thank all of my team for their hard work and may 2012 be as much of a success as 2011."

management responsibilities in both consumer and enterprise segments for both the fixed and mobile sectors.

PEOPLE'S CHOICE AWARD

Diva Modelling & Events

Diva Modelling & Events is an integrated modelling, events management and strategic communications consultancy. It services reputable clients around the world from its corporate headquarters in Dubai. It has international reach and local knowledge.



"That was quite a big list of fantastic finalist businesses! We feel pretty honoured to be on that list! Big thanks to all the sponsors and organisers of this great event."

SHORTLISTED FINALISTS

- | | | |
|---------------------------|---------------------------|-----------------------|
| • 3W Networks | • Coffee Planet | • Heels & Deals |
| • Al Futtaim | • DABO & Co. | • help AG Middle East |
| • Bateel International | • Diva Modelling & Events | • Lama Desert Tourism |
| • Bayt | • Divine | • Lenovo |
| • biz-group | • D-Seven | • My Ex Wardrobe |
| • Centre for Musical Arts | • Ethos Consultancy | • Splash n Bounce |
| • Charisma Arts | • FoodFund International | • Summertown |
| | | • The Nail Spa |