

EMBRACE ARABIA

Embracing Cultures

Overview & Service Description

United Arab Emirates – 2009

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ABOUT EMBRACE ARABIA

Embrace Arabia is a team of professional consultants with a unique depth of knowledge about the Arabian Gulf region and who can guide you to a greater understanding of the region's lifestyles, customs and business practices. Every programme is a unique, thought provoking experience and one which creates lasting memories and delivers tips for future success.

EMBRACE ARABIA MISSION

To passionately train and guide newcomers to the Gulf through immersing them in Arabian culture and building friendly bridges with its people to enhance intercultural understanding.

We look forward to providing our clients with a lifetime cultural visa to Arabian hearts, minds and lifestyles.

EMBRACE ARABIA VISION

To maintain our cultural consultancy leadership role by fostering a deeper and more incisive understanding of the Arabian culture throughout the world.

WHO BENEFITS FROM EMBRACE ARABIA?

- Corporate and Government organizations wishing to improve the regional cultural business awareness of their teams.
- Business professional operating in, or in conjunction with, the region.
- Authentic cultural events organisers for high and leisure MICE business.
- Individuals or groups wishing to broaden their experience and knowledge of the UAE.

EMBRACE ARABIA SERVICES

Embrace Arabia's intercultural training and consulting programmes provide knowledge and information enriched with passion and competence.

Our programmes are professionally designed to fit clients' needs and meet their full expectations and goals.

We also provide exclusive cultural city tours guided by UAE nationals who are cultural experts and able to reveal the social codes of the Gulf people and their region.

Embrace Arabia benefits everyone - individuals, couples, families, and multinational corporate teams enabling a smooth transition to successfully living and work in the Gulf.

EMBRACE ARABIA PROGRAMMES

Embrace Arabia designs and implements workshops and seminars on a variety of topics:

- **UAE, Gulf Region and its people – Intercultural Training**

(You need this programme if you are hiring new staff, want to educate them on the UAE and wish to avoid culture shocks)

- **Cross Cultural Management – Business Environment**

(You need this programme if your expat workforce lacks cultural knowledge on doing business in the UAE)

EMBRACE ARABIA SERVICES

- **HR Management – Cultural Considerations**

(You need this programme if you want to create a homogeneous work environment for your employees coming from different countries and backgrounds)

- **MICE – Creative Cultural Concept for Events**

(You need this programme if attendees of your next conference want a genuine UAE cultural experience)

We also tailor-make programmes for specific client needs. We help managers, employees, teams and organisations increase their ability to communicate, work with and serve a vast cross-section of people so that they can be profitable domestically and internationally.

WHY EMBRACE ARABIA?

Because it is the only company staffed exclusively by qualified UAE national speakers, cultural experts, presenters and consultants who are part of the Arabian culture and are in themselves case studies on how to deal with the people of the Arabian Gulf Peninsula.

We are also the only company in the UAE to offer specialised cultural oriented programmes and services enriched by an authentic understanding of the region, its multi cultural aspects and its effect, on both personal and business levels, on the people living and working in the country.

Embrace Arabia Testimonials

“Embrace Arabia workshops are an effective way to help TDIC expatriate staff gain a deeper insight and knowledge of the values, vision and heritage of the country in which we have chosen to live and work. Ali Alsloom is an engaging, enthusiastic communicator whose commitment is evident in his interactive and motivating workshops. Conducting the workshops at TDIC has been an extremely worthwhile exercise and one which we would recommend to any organization employing expatriate staff.”

**Mahra Khalid Saqer Al Qassimi, Senior Corporate Communications Manager
Tourism Development & Investment Company**

“Thank you so much Ali for an outstanding cultural workshops and tour services and briefing of both Abu Dhabi and Dubai, two very different and diverse cities. We learned a great deal about the UAE in a very short amount of time, and the Yale University faculty and administrators who participated in your program benefited very much from the in depth knowledge that you and your associates possess. I highly recommend Embrace Arabia to other university groups from the United States and from around the world”

Aleta Wenger, Yale University - USA

On behalf of the Canadian Business Council of Dubai and the Northern Emirates (CBC), I want to extend my sincere thanks and gratitude to Mr.Ali Alsloom for the informative intercultural presentation at our September 24, 2008 Ramadan Iftar Charity Dinner at the Park Hyatt Hotel. Our members and guests thoroughly enjoyed the interactive approach of Mr.Alsloom's presentation style and were able to gain a better insight into the Arabic culture along with a greater respect for its people. Mr.Alsloom's presentation is vital in today's world. where the Arabic culture and traditions are often greatly misunderstood. CBC highly recommends 'Embrace Arabia' to any business or individuals interested in learning about and working in the gulf.

Ahmed Shehada, Chairman Canadian Business Council Dubai & the Northern Emirates

"Your programs, which are designed to meet the needs of our professionals and their families transferring in and out of the UAE, have been outstanding in addition to the intercultural training workshops and guidance you provide to our clients in order to continually improve their staff communication skills with their partners and customers in the region and not just in the UAE. The on-going dialogue to assess the needs of our specific clients and the individual follow-up with our employees is an evidence of your interest in the success of each person who participates in one of your programs. The network of facilitators and leaders in the field of cross-cultural training that you bring to us is superior. Each session is led by first-class professionals who are well versed in issues of adjustment to life overseas and cross-cultural communication, as well as bringing specific knowledge of the countries of origin/destination of the participants. The programs are comprehensive and clear in content. Our employees and their families consistently rate the cultural training programs among the best and most important aspect of their preparation for life abroad. I deeply thank you for playing a critical role in the success of our global programs.

Virginie Desplaces, Nomad Relocation Services - France, Switzerland, UAE

"We had the privilege to have Ali lead our new faculty and staff on a city tour of Abu Dhabi. It was unquestionably the best led tour we have ever had in 10 years of bringing new faculty and staff for ZU. Ali is so knowledgeable about his country, the people and culture here. He speaks with genuine love for the traditions and values which have made Emiratis and the UAE what it is today. His wonderful sense of humour, his knowledge of other cultures and his firm grounding in his own religion and culture make for a presentation that is educational, entertaining, informative and fun. Ali is a great ambassador for his country, he is the best embodiment of all the great potential this young country"

Daniel Hunt, Zayed University - UAE

"I want to seize the chance to express our appreciation and gratitude for the outstanding educational intercultural training workshop about UAE that your company organized and provided for our organization. Our staff is more knowledgeable about the do's and don'ts of their new homeland "the UAE" and more comfortable in dealing with their UAE Nationals' colleagues which provides a great outcome results in terms of communicating and dealing with customers. We recommend your courses and cultural services to anyone who has an interest in having a healthier atmosphere in their organizations. I would recommend Embrace Arabia to any potential clients interested in doing business in the UAE or to have intercultural training workshops for their staffs."

Mahmood Bashaash, E-Biz International - UAE

Embrace Arabia ... *Embracing Cultures*

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EMBRACE ARABIA CULTURAL CONSULTANTS & GUIDES



Ali Al Saloom, founder of Embrace Arabia, an Emirati National from Abu Dhabi, United Arab Emirates, who has chosen to live his life differently than most. From an early age, Ali's passion for travel and his interest in cultural studies was ignited by his opportunity to travel with his father, an academic and avid traveller. He is a passionate presenter with a personal style that is both fiercely patriotic and open-minded.



Heike Moeckel found her destiny in Arabia. Born and raised in Germany, she graduated in political science and was a news journalist before she found her second home in the Middle East. Heike has lived and worked for 15 years in Egypt and the UAE and became a cultural tourism professional as a guide, trainer and consultant. Heike has embraced Arabia with her heart and soul and is keen to assist others to do the same.

For more information on the presenters visit:

<http://www.embracearabia.com/Presenters.htm>

CONTACTS – OFFICE LOCATION

Our Office is in Suite M3, Spinneys Building, Mobile Shops' Area, Al Muroor Road.

Office Address	P.O. Box: 75858 Abu Dhabi , UAE
Phone Number	+971 (0) 2 641 9914
Fax Number	+971 (0) 2 641 9915
Email	info@embracearabia.com
Website	www.EmbraceArabia.com

SOME OF OUR MAJOR CLIENTS

- **Local Clients (UAE - GCC)**
 - ADTA – Abu Dhabi Tourism Authority
 - EAD – Environment Agency, Abu Dhabi
 - TDIC – Tourism Development and Investment Company
 - ETIHAD Airways
 - Emirates Palace
 - Zayed University
 - GIBTM Exhibition
 - Emirates Group
 - NOMAD Relocation Services
 - Al Mumayaz Real Estate & Development Company
 - Net Group
 - Gulf Ventures
- **International Clients**
 - SITE – **USA**
 - Yale University – **USA**
 - Meetings Review – **UK**
 - Reed Exhibitions – **UK**
 - RWO Financial Consultancy – **Switzerland**
 - DuPont – **USA**
 - Van Oord – **Netherland**
 - ALCAN – **France**

EMBRACE ARABIA PROGRAMME HIGHLIGHTS

- ✓ The intercultural training programme targets all **expatriates** living and working in the UAE or the wider Arabian Gulf and doing business with the region's nationals
- ✓ The training session focuses on core cultural values which relate to business and management, and how important it is to know the do's and don'ts. Our programme shares the exclusive '**19 rules**' research concept of successful facts to adopt for the new Gulf business environment.
- ✓ Programmes engage the audience and are highly participatory and not just theory! Trainers encourage attendees to ask questions in an open discussion forum.
- ✓ Some programmes are targeted for **expatriate executives, businessmen** and expatriates in general who are very interested in doing business in the UAE or want to know more about how to obtain more success and positive results in their business in the Gulf.
- ✓ At the beginning of some programmes, participants have the opportunity to highlight their expectations and needs. Also they will share their concerns and the challenges that their businesses or ideas face here in the region. This list of group needs and concerns are then incorporated in the programme. All **questions** are **entertained** in an **open discussion forum**.
- ✓ HR programmes are targeted at **HR Managers, Executives and Directors**, problems and obstacles resulting from alienation and racism among employees are highlighted to point out its effects on work flow and atmosphere. Ideas, key solutions and techniques of managing employees of different nationalities are provided. Experiences and case studies of successful management who created challenging teams of employees from different ethical and religious backgrounds are shared in an open discussion forum.

BOOKING AND CANCELLATION POLICY

Bookings and orders can be made through Tel., Email or Fax. Quotations will be accordingly sent to client to be approved and sent back to Embrace Arabia for programs, presentations, training and tours confirmation. The full price of any activity shall be due and payable when a booking is made and confirmed. A full refund will be guaranteed if a booking is cancelled three working days before the event. For late cancellation - 48 hrs prior to the event – 50 % cancellation fee will apply. For last minute cancellation - 24 hrs prior to the event – 100 % cancellation fee will be charged.

NON-DISCLOSURE AGREEMENT

This is to confirm that Embrace Arabia engages itself and its employees not to disclose any confidential information that it may become privy to during discussions with your personnel in the process of the business relation developing between Embrace Arabia and its client. In counterpart Embrace Arabia might provide the client with materials, prices and information that must be treated as confidential and is not to be disclosed by client to any third party.