

# SME BEYOND BORDERS

GLOBAL MODELS FOR SUCCESS

We've created history –  
what next?

Read on for our coverage,  
strategies and agenda.

30<sup>TH</sup> NOVEMBER – 1<sup>ST</sup> DECEMBER, 2014  
MADINAT JUMEIRAH, DUBAI, UAE

MEDIA PARTNER



ORGANISED BY





# CONGRATULATIONS YOU MADE SME BEYOND BORDERS A STELLAR EVENT!

For two days, the Madinat Arena transformed into a crucible forum, showcasing the world's foremost experts in the SME space. It attracted in excess of 900 delegates across both days, maximised event exposure and created a strong media legacy for its key stakeholders.

But, the reality is that the planning and execution of SME Beyond Borders was the result of more than one entity – it was the joint effort of all our prestigious sponsors and partners, who stood by us right from conception to implementation. From the very outset, their remarkably comprehensive vision and strategy has been an organic part of SME Beyond Borders.

We would also like to applaud the exceptional commitment of our international and regional VVIP speakers – both in terms of pre-event build up and on-the-day fantastic, relevant messaging.

Most importantly, we would like to thank each and every person in the audience, who made time out of their busy schedules to join us, be part of the conversation and reciprocate with valuable inputs.

*On behalf of the entire team at CPI Media Group, a huge thank you to all our sponsors, partners, VVIP speakers and attendees. SME Beyond Borders wouldn't have been the highest-profile business event in the GCC without you.*





# TESTIMONIALS

## TERRIFIC FEEDBACK ACROSS THE SME SPECTRUM.

*"Very memorable. Keep up the great work."* – Alexandar Williams, Director of Strategy and Policy, Dubai SME

*"It was excellent and thoroughly educational."* – Aly Rahimtoola, Managing Director, Harmony Cosmetics

*"As usual, undoubtedly, it was a spectacular show and it can be only unique to CPI."* – Vasudevan K.S., Director – Business Development, Navo Informatica

*"I would like to thank the CPI Media Group team for inviting me to be part of such an inspiring and well-organised event."* – Mohanad Alwadiya, Managing Director, Harbor Real Estate

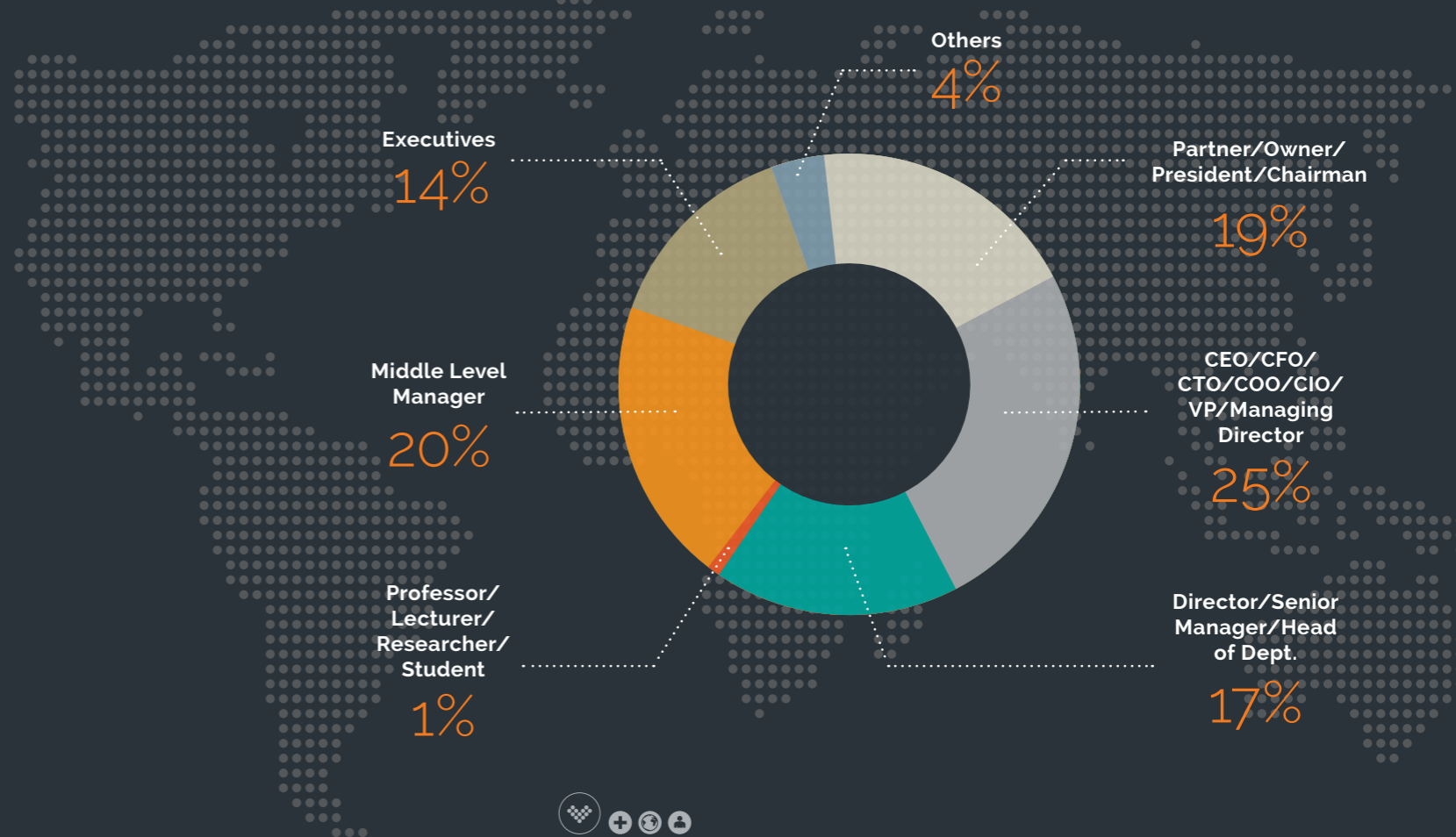
*"I admired the professionalism, the courtesy, the open remarks and the willingness to learn, to improve, to share, to exchange."* – Roberto Mancone, Managing Director, Head of Global Business Products, Deutsche Bank

*"Well done on a really good event."* – Clive Humphrey, Senior Director, Middle East Training & Certification, Moody's Analytics

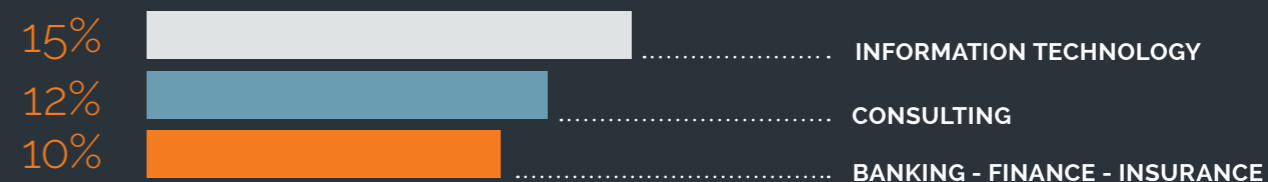
*"Well done to you and your team."* – Darien Ellul



ATTENDEE DEMOGRAPHICS - BY DESIGNATION (%)



TOP 3 ATTENDEES - BY INDUSTRY SECTOR (%)





## EVENT COVERAGE

### Media exposure

- + <http://www.dec.org.ae/events/details.aspx?id=111>
- + <http://ameinfo.com/blog/finance-and-economy/ihcc-ceo-share-insights-regional-commerce-sme-beyond-borders-summit-2014/>
- + <http://gulftoday.ae/portal/8d0bd448-7f44-4654-94c5-65bd7dd1ac2d.aspx>
- + <http://www.emirates247.com/business/uae-smes-more-resilient-compared-to-global-counterparts-2014-12-03-1.572002>
- + [http://www.tradearabia.com/news/IND\\_270070.html](http://www.tradearabia.com/news/IND_270070.html)
- + [https://www.zawya.com/story/Firstever\\_analysis\\_of\\_WestEast\\_corridor\\_comes\\_to\\_Dubai\\_with\\_VIP\\_speaker\\_list-ZAWYA20141126063713/](https://www.zawya.com/story/Firstever_analysis_of_WestEast_corridor_comes_to_Dubai_with_VIP_speaker_list-ZAWYA20141126063713/)

### Social media channels

- + Twitter: @SMEAdvisorME
- + Facebook: [www.facebook.com/SMEAdvisor](http://www.facebook.com/SMEAdvisor)
- + Instagram: [instagram.com/smeadvisor](http://instagram.com/smeadvisor)
- + YouTube: [youtube.com/user/SMEAdvisorME](http://youtube.com/user/SMEAdvisorME)
- + Flickr: [www.flickr.com/photos/cpimediagroup/](http://www.flickr.com/photos/cpimediagroup/)
- + Pinterest: [pinterest.com/smeadvisor](http://pinterest.com/smeadvisor)

### Official event hashtags

- + #SMEBeyondBorders
- + #SMEAwards

### Gallery

- + <https://www.facebook.com/SMEAdvisor/>



## FAQs

# EVERYTHING YOU NEED TO KNOW TO MAXIMISE YOUR POST-EVENT EXPERIENCE.

**Q: There was mention of the West-East corridor. Where can I learn more about this concept?**

A: Please visit <http://www.smeadvisor.com/2014/12/infographic-the-west-east-corridor/> for a detailed graphical representation of the West-East corridor.

**Q: You recently launched the SMEs in manufacturing report. Where can I get a copy for my reference?**

A: A fully downloadable PDF version is available at [www.smebeyondborders.com](http://www.smebeyondborders.com) – at absolutely no cost!

**Q: How can I connect with speakers regarding their presentations, data or other business-related queries?**

A: We are currently accepting requests via [smeawards@cpimediagroup.com](mailto:smeawards@cpimediagroup.com). Once we receive your request, our e-mail moderators will forward it to the relevant speaker.

**Q: I have a practical question based on an issue or challenge I'm currently facing within my business. How can I get one of your experts to answer this?**

A: Please send us your questions on [smeawards@cpimediagroup.com](mailto:smeawards@cpimediagroup.com). We will ask our experts to answer these and share all responses through our website and social media channels.

**Q: When will SME Beyond Borders be back next year?**

A: We will announcing next year's dates, theme and agenda in January 2015. Stay tuned for further updates.

**Q: How can I be notified on future events?**

A: Please visit our website [www.smeadvisor.com](http://www.smeadvisor.com) and add your details to our database. We promise to send you relevant, valuable e-mails.

**Q: I've attended SME Beyond Borders and would like to access the image gallery. How can I do so?**

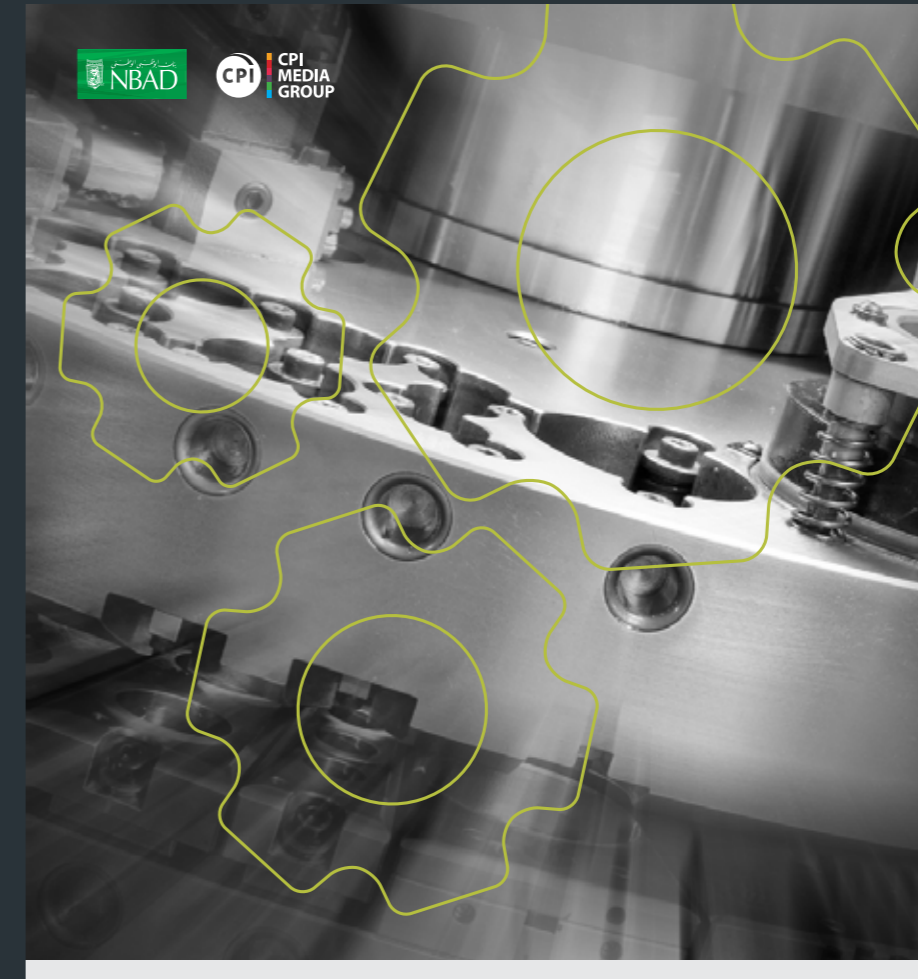
A: Enjoy our comprehensive image gallery at [www.facebook.com/SMEAdvisorME](http://www.facebook.com/SMEAdvisorME).



## RESEARCH AND DATA

How can manufacturers here in the region get ahead of the game, and add value with the same consideration for aspects such as Risk Management, Quality benchmarking, and Best Practice - all taken as an absolute given in other markets? Indeed what are the trends among SME Manufacturers here in the GCC and what are the hurdles, challenges and opportunities? What are the successes, and the size and style of company they are coming from? It is to answer these questions that we compiled the NBAD SMEs in manufacturing report. To download a full PDF version, please visit: [www.smebeyondborders.com](http://www.smebeyondborders.com).

We hope you enjoy reading this document - perhaps it will be stepping-stone and catalyst for a comprehensive commitment to a supercharged Manufacturing sector.



**SME  
MANUFACTURING**

navo



# STARS OF BUSINESS

// AWARDS CEREMONY





## WINNERS

NBAD Star of Manufacturing – Gold  
 NBAD Star of Manufacturing – Silver  
 People’s Choice  
 Best New Business  
 Excellence in Trade  
 Excellence in Retail  
 Construction and Real Estate  
 Tomorrow’s Entrepreneur  
 Admirable Woman Entrepreneur of the Year  
 Emirati Entrepreneur of the Year  
 Arab Entrepreneur of the Year  
 Professional Services  
 Green Business of the Year  
 Change-master breaking new markets and products  
 Best Technology and Online  
 Media, Marketing and Events  
 Health and Wellness  
 Hospitality & Tourism  
 Corporate Governance  
 SME Toolkit Emirati First Time Entrepreneur  
 Effective Financial Implementation  
 Effective Technology Implementation  
 Impressive Management Policies  
 Etisalat – Top Channel Partner 2014  
 Etisalat – Most Promising  
 Channel Partner 2014  
 Star of Business

*Harmony Cosmetics FZC*  
*WMS Metal Industries*  
*Kcal Healthy Fast Food*  
*BR Communications FZE*  
*Dhofar Global Trading Company LLC*  
*HIMATRIX MIDDLE EAST FZCO*  
*WMS Metal Industries*  
*Suzan and Rowan Al Sadi of Rozan Designs*  
*The Gracious F*  
*BIN TOUQ FIRE AND SAFETY*  
*PappaRoti Café*  
*American Center for Psychiatry and Neurology*  
*The Box Self Storage Services LLC*

*Cafetogo*  
*AEserver FZE*  
*Diva Modelling & Events*  
*My Gym UAE*  
*RAJAB TRADING COMPANY L.L.C*  
*Infotouch Technologies*  
*BIN TOUQ FIRE AND SAFETY*  
*Alchemist Healthcare LLC*  
*FINESSE*  
*Carousel Solutions FZ LLC*  
*Emerging Technologies L.L.C.*

*Skylines World Commercial Brokers L.L.C.*  
*Bene AG Middle East*



## EVENT COVERAGE

- + [https://www.zawya.com/story/Galaxy\\_of\\_sparkling\\_stars\\_acclaimed\\_at\\_regions\\_biggest\\_SME\\_gala-ZAWYA20141201101758/](https://www.zawya.com/story/Galaxy_of_sparkling_stars_acclaimed_at_regions_biggest_SME_gala-ZAWYA20141201101758/)
- + <http://ameinfo.com/blog/media-and-advertising/br-communications-wins-best-new-business-2014-sme-stars-business-awards/>
- + <http://www.menafn.com/1094031260/BR-Communications-wins-Best-New-Business-in-2014-at-SME-Stars-of-Business-Awards>
- + <http://www.albawaba.com/business/pr/nbad-support-manufacturing-626893>



# PARTNERS

Presenting Partner	Strategic SME Partner	Official Government Partner	Gold Sponsors	Silver Sponsors	Supporting Partner	
Online comparison Partner	Real Estate Partner	VIP Hospitality Partner	Logistics Partner	Trade Credit Partner	Trade Facilitator Partner	Port Authority Partner
SME Support Partner	Institutional Partners	Audit Partner	Knowledge Partner			
Event Partner	Event Partner	Event Partner	Event Partner	Event Partner		
Official Broadcast Partner	Media Partners	Official Publication	Organiser/Publisher			



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