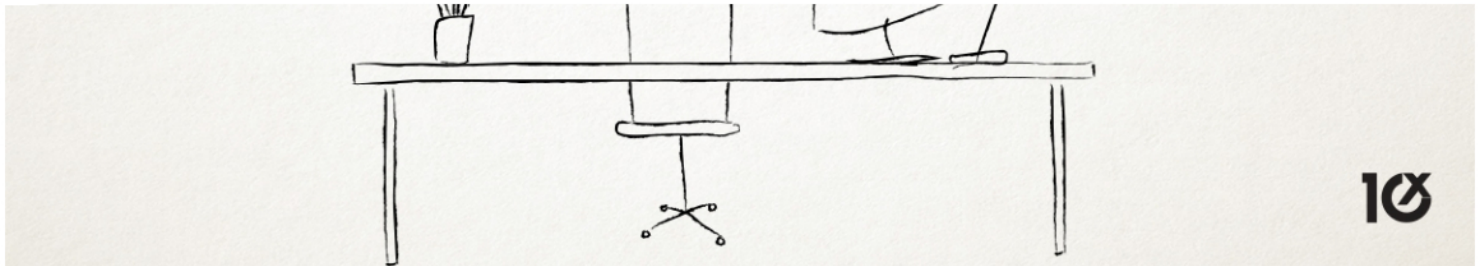


## DUBAI CULTURE AND LETSWORK PARTNER TO



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Published: an hour ago

## Dubai Culture and Letswork partner to provide creative spaces in Dubai

*The first government entity in the region to partner with the private sector for the creative community to find and rent on-demand spaces, such as podcast rooms, photo studios, recording studios, temporary workspaces, event spaces, and more to suit their creative needs at reasonable prices and with exclusive benefits*




Dubai Culture and Arts Authority (Dubai Culture) and Letswork, the innovative platform for co-working spaces in the UAE, signed a cooperation and partnership agreement that aims to provide Dubai's creative community with creative work spaces to suit their needs in optimal work environments outside their traditional ones. In a first-of-its-kind public-private partnership, the collaboration will allow the community to access a range of flexible work spaces within a network of distinct and different destinations within the city, at reasonable prices and with exclusive benefits.

This public-private partnership also falls within the framework of the Al Quoz Creative Zone development plan, which is proceeding in accordance with the goals set for it to become a comprehensive and integrated hub for the prosperity of creative businesses in Dubai. Through it, the two parties seek to make the process of searching for and booking workplaces easier for Dubai's creative community, where talented individuals can obtain additional discounts through the Letswork membership among other benefits within the creative spaces available on the platform's network.

This initiative will have a positive impact on the creative sector, and society as a whole, and encourage entrepreneurs to live and work in the emirate. It also falls in line with Dubai Culture's vision to strengthen the emirate's position as a global centre for culture, an incubator for creativity and a thriving hub for talent as well as the global capital of the creative economy.


incubator for creativity, and a driving force for talent as well as the global capital of the creative economy.

Creative talents can also find and rent on-demand spaces, such as podcast rooms, photo studios, recording studios, temporary workspaces, event spaces, and more to suit their creative needs.




[Dubai Culture](#)[creative community](#)[work spaces](#)

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**Mikyajy GOES HALAL**

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Published: 13 Oct 2021

# Khaleeji brand, Mikyajy, launches Halal cosmetic range

*The global halal cosmetics market reached a value of \$74.7 billion in 2020 and is expected to grow a CAGR of 6.4 percent during 2021-2026*



grew a CAGR of 6.7 percent during 2021-2026

Claiming it as its biggest product revolution ever, **Mikyajy** has launched a complete range of 100 percent Halal-certified colour cosmetics. The end-to-end production process, from ingredients, to manufacturing and warehousing facilities are 100 percent certified by accredited agency, ESMA, recognised across the GCC. This guarantees all the products in the range are made with pure, approved ingredients that contain zero alcohol, gelatine, keratin and collagen, as well as being cruelty-free, and free of harmful ingredients and animal derivatives.

Halal cosmetics is currently the fastest growing trend in the beauty industry. The global halal cosmetics market, according to research by IMARC Group, reached a value of \$74.7 billion in 2020 and is expected to grow a CAGR of 6.4 percent during 2021-2026.

Mikyajy conducted its own market research to determine their consumers' needs and found out that their customers associate halal-products with hygiene and pure products. The company clarified that some Halal certified products are vegan approved.

In a statement to SME10x, **Jim Ragsdale**, Deputy CEO for Beauty from Mikyajy, added, "What's interesting is that when we surveyed our Gulf customers, the responses they came back with made us realise that, for them, halal is kind of a proxy for what customers elsewhere in the world are calling clean or sustainable. Our customers also indicated that while they want to buy halal-certified makeup, they are not willing to buy halal if it means compromising on the product's quality of performance in terms of longevity and steadfastness and resistance to heat and humidity, especially for this area of the world."

Halal cosmetics, according to Ragsdale, is currently the fastest growing trend in the beauty industry, and no brand in the GCC sells a complete range of Halal colour cosmetics until this launch by Mikyajy.

He added, "Halal is a game-changing positioning launch for Mikyajy. It's a choice for purity that our customers seek and it's our opportunity to appear on her radar screen in a big way. This is a big differentiation for us and we believe we are carving out a space within the beauty industry that we can own."

beauty business

cosmetics

halal certification

## EXPO 2020 DUBAI – FOCUS ON CLIMATE CHANGE AND BIODIVERSITY



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10x Industry

Published: 12 Oct 2021

# Expo 2020 Dubai – focus on climate change and

# biodiversity

*This week, our selection of stories around Expo 2020 Dubai includes the release of the first supporting SAP care and carbon offsetting in the Colombian pavilion*

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## Experts tackle the pressing issues of biodiversity loss and climate change at Expo 2020's first World Majlis

Biodiversity's critical role in the survival of the planet, and the importance of listening to and learning from nature, dominated discussion at Expo 2020 Dubai's first World Majlis at the Terra – The Sustainability Pavilion.

Held as part of Climate and Biodiversity Week, the Majlis featured seven thought leaders and experts from around the world, who traded ideas on everything from using birds of prey to deal with rodents destroying crops in Israel, Jordan and Palestine, to overhauling educational curricula in a lively 90-minute session.

World-renowned ecological expert and founder of the Eden Project in the UK, Sir Tim Smit, who was pivotal in developing Expo 2020's cutting-edge Terra Pavilion, praised the World Majlis concept.

Expo 2020 Dubai has exceeded a number of its sustainability-focused targets in 2020 and during the opening months of this year, as the mega-event continues its site-wide commitment to host one of the most sustainable World Expos in history. For the 15-month period ending 31 March 2021, Expo reduced the energy demand of its permanent buildings by 33 per cent when compared to international standards, beating the 20 per cent reduction target that was set.

The figures come as Expo 2020 released its [third annual sustainability report](#) for the period 1 January 2020-31 March 2021, outlining its ongoing efforts to integrate sustainability across its entire lifecycle, create a meaningful impact that extends beyond the site and its 182-day run, and inspire all who visit to embrace a more sustainable future.

## Malaysian businesses sign three MoUs in its opening week at Expo 2020 Dubai

Technology Park Malaysia (TPM) makes its debut for [Malaysia Pavilion](#)'s opening week programmes at Expo 2020 Dubai with an MoU with Ztstartup Village to promote entrepreneurial development and boost start-up activities within the technology intensive sectors. TPM and Ztstartup will offer soft landing and co-incubation programmes that focus on 4th Generation Incubation, Co-incubation, Early Adopter/Open Innomart and Stargazer Mentoring.

The second MOU was signed between budding Malaysian tech start-up, De TMax Engineering and ADV Fusionex. De TMax specialises in Unmanned Aerial Vehicles (UAV) solutions, thermal and ultrasound technology which include NDT inspection, training and consultancy services. ADV Fusionex is an US-based company providing consultancy services, education & training, commercialization of e-Commerce, big data analytics and blockchain.

The third agreement was between AM Zaideen Ventures with Purely B is on strategic R&D of products for commercialization in the areas of herbal extraction technologies of selected favoured herbs. AM Zaideen Ventures is an R&D, consultant and service provider in the areas of herbal extraction technology, and distributor for HALEA Skincare. Meanwhile, Purely B is an established brand as consultant of healthcare and wellness therapist, and distributor of botanical products.

Malaysia has also launched a virtual tour of its pavilion at Expo 2020 and this can be accessed [here](#).

## Majid Al Futtaim joins SAP Cares' ESG Network during Expo 2020 Dubai's Climate and Biodiversity Theme Week

Majid Al Futtaim has joined the launch of the SAP Cares Environment, Social, Governance (ESG) Network, during Expo 2020 Dubai's Climate and Biodiversity Theme Week at the SAP House on the Expo site.

Adding UAE organizations, such as Majid Al Futtaim joining the SAP Cares ESG Network, reflects Dubai's ambitions to be a global leader in sustainability and exploring humanity's most critical challenges," said Carlos Diaz, Chief Sustainability Officer, SVP, EMEA South, SAP, the event's Innovative Enterprise Software Partner. "We are bringing together organizations across Europe, the Middle East, and Africa to drive a sustainable future and climate action."

## In partnership with ISA offsetting the carbon footprint of the Colombia pavilion

In its 2030 strategy, ISA Group has set a goal to apply innovation and entrepreneurship to the service of sustainability. At the Colombia pavilion at Expo 2020 Dubai, the company will showcase the world its leadership in the Latin American energy sector and its role in the energy transition. It will also present its cutting-edge initiatives in sustainable development, with which it is making a tangible and relevant contribution to major causes of global interest, such as climate change mitigation and the construction of social fabric.

In line with its commitment to protect the planet, and as an example for other companies, the company, in alliance with [Ecopetrol](#), will offset the carbon footprint of the entire Colombia Pavilion during the week of October 3-9, in order to become Net Zero Carbon. This



will be registered through EcoRegistry, the carbon market platform based on blockchain technology developed by XM, an affiliate of Grupo ISA in Colombia, which allows the issuance, transfer, and retirement of carbon credits.

Another of the global impact projects with which Grupo ISA will be presenting at Expo Dubai 2021 is Conexión Jaguar, the sustainability program with which, together with its technical partners, South Pole and Panthera, contributes to the conservation of biodiversity, climate change mitigation, the development of rural communities and the connectivity of the jaguar's natural habitats in Latin America.

[technology](#)[climate change](#)[Expo 2020 Dubai](#)[climate and biodiversity](#)[biodiversity](#)

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## 3 lessons from a hike in a wadi

*Stevi Lowmass, Founder and CEO, The Camel Soap Factory and a member of EO shares the lessons*

It was the last thing I expected, to be learning about my business on a hike through a wadi. But nature had other intentions.

Companies such as ours that thrived because of growing tourist numbers in the UAE were left devastated by the COVID crisis. We've made some mistakes along the way over the past 18 months. We have also learned a huge amount about our business and know we have the secrets to survival.

### Lesson 1: The trees and adaptability

What I saw in the wadi astounded me and reminded me about the necessities of survival. To survive, there were trees that had to grow its roots and trunk in and around the rocks. Remarkably, despite the lack of rain in the region this year, it was thriving with thick green foliage, which stood out against the massive rocks.

Another tree, in particular, made me laugh. Full of mistakes, the tree just kept trying. When one root failed and died, it had already had roots ready to branch out in another direction. Although crazily messy, with clear evidence of failure all around, it had finally found a safe place for its roots and was green, bushy and healthy.

How often I wondered, do I fear trying something new because of my fear of failure. The mistakes I'd made in the past year were not

failures, they were simply plans that hadn't succeeded. Roots sent in the wrong direction. I realized that what is essential, is to keep putting those roots out there because I might not succeed the first time. Or the second. Or the third. Mistakes are ESSENTIAL on the road to success.

### Lesson 2: The cliffs and focus

Contemplating my next move. It was terrifying on the cliff face. I'm not scared of heights but was acutely aware of the distance down to the wadi bed. But by keeping my eye on the next step and focusing on the cliff path, I knew I would be safe.

In the midst of all this turmoil, it is tempting to panic and try everything in a desperate attempt to keep a business alive. But especially in a crisis, having a solid path defined is essential to business survival. And keeping the company and staff clearly focused on that path is part of my job as a leader.

### Lesson 3: The rocks and strategy

Looking back at lessons 1 and 2, it would seem there are some contradictions. The trees were showing me that I had to keep trying and find new paths to survival but the cliffs were telling me to find the path and stay on it. It was the rocks that showed me the solution to this conundrum. Faced with some enormous boulders that I simply didn't have the skill to climb, I needed to figure out how to get around them.

I realised what was most important was to STOP! To take my eyes off the path and consider the terrain ahead. I had to make a decision about what would be the best way around the boulders. At certain points, I was surprised how what looked like the hardest route, was in fact the simplest. Sometimes the route we chose didn't work and we had to retrace our steps and then rethink how to work out a way around the obstacle.

The really big lesson for me was how important is to STOP! And take note of how well something is working for us as a company. If it is not working, be prepared to pull back and start again. Be agile. Don't commit to a course and then refuse to alter course when things don't work out.

Having a clear strategy is the course we plot around the obstacles, it's our guide to how we are going to exit this mess. Once we have a path plotted, staying focussed and keeping staff focussed is critical. Daily meetings to make sure each and every person is committed to working in the same direction and on the same strategy is working for us, as well as being hyper-aware and willing to change course quickly when things don't work out.

How amazing is nature! It was a deeply humbling experience that left me feeling revitalized and ready to face the world.

About the author

[Stevi Lowmass](#) joined the EO UAE Chapter in 2018. Passionate about sustainability in the world of beauty, she is the Founder of [The Camel Soap Factory](#). The company manufactures handcrafted and milled natural soaps as well as a range of natural creams and balms.

business strategy

business lessons

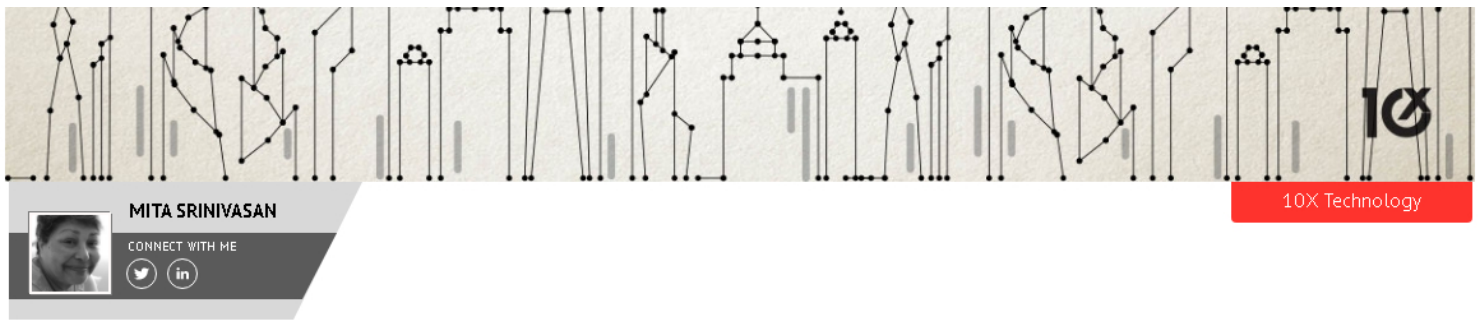
business advice



Microsoft  
launch GrowthX  
Accelerator in UAE







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# Microsoft and Abu Dhabi Investment Office Launch GrowthX Accelerator in UAE

*Strategic partnership to bridge the gap between corporates and B2B startups across the Middle East and Africa to help co-create technology solutions that addresses the corporate partners' challenges*

Microsoft, in partnership with the Abu Dhabi Investment Office (ADIO), launched the first cohort of its GrowthX Accelerator program in the UAE. The first cohort consists of 15 startups that will hit the ground running, offering breakthrough solutions that meet corporate clients' challenges and requirements. These include:

- Spitch – a global provider of B2B and B2C Conversational AI solutions
- Gener8 – enables users to control and be rewarded from their own data
- Poltio – helps the world's top brands engage and learn from their users with interactive content
- Getbee – an ecommerce platform that engages with customers on a more human and immersive level
- OPLOG – a pioneer in e-logistics, simplifying the cost, time and resources for supply chain operations
- Fero – shaping the future of digital freight with technology to automate the logistics industry
- Urbantz – a SaaS solution to transform last mile delivery and logistics across industries
- Barakatech – delivers super-app platforms, blockchain solutions, and next-gen FinTech microservices
- Hi55 – a digital payroll scheme to empower individuals and businesses with cash flow
- Nym Card – provides dynamic and secure building blocks for building fast and easy card programs
- Artiwise – an AI and NLP startup that provides cloud-based analytics solutions to enterprises
- B2Brain – delivers tailored analytics to automate research and intelligence to improve conversations
- Alpha Sense – an intelligence platform that helps businesses make data-driven decisions
- NexDegree – enables brick & mortar retail stores to improve customer experience and sales
- Udentify – reduces the need for manmade market research, utilizing body tracking technologies

Etihad Airways, Unilever, Flow, Akbank, KPMG and IKEA are the Corporate Engagement Partners in the first cohort. B2B startups will work with these partners directly for the duration of the program, to ultimately co-create technology solutions that address the corporate partners' challenges.

As part of a larger strategic partnership between ADIO and Microsoft, GrowthX is designed to bridge the gap between corporates and B2B startups across the Middle East and Africa. The 12-week program empowers B2B startups with the technology, mentoring and market access they need to solve the corporate partners' unique challenges and problem statements.

technology

collaboration

Microsoft

accelerators

