

FLASHES

A MONTHLY MAGAZINE ON KNOWLEDGE AND DEVELOPMENT
BY THE MOHAMMED BIN RASHID AL MAKTOUM FOUNDATION

AUGUST 2015



Bridging the gender gap

Women are playing an important role in the nation's growth

THIRD KNOWLEDGE REPORT

Integration of youth

WOMEN IN LEADERSHIP

Women as a catalyst in economic growth

A BEAUTIFUL HISTORY

Evolution of makeup since the dawn of humanity



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CONTENTS

AUGUST / 2015



COVER IMAGE:
His Highness Sheikh Mohammed Bin
Rashid Al Maktoum announcing the
Gender Balance concept



22 OCEAN UNDER ATTACK

Shelled marine animals may disappear soon

24 DROPS OF POWER

The world's first computer that works on water droplets

26 CREATIVELY INSANE

Creativity and mental illnesses could be linked

28 SEISMIC CANNONS

Mystery behind Red Sea's Cannon's earthquakes

THIRD ARAB KNOWLEDGE REPORT IN PARIS

The integration of the youth in the transfer and localisation of knowledge in the Arab world/ 06

BRIDGING THE GENDER GAP

Women are playing an important role in the nation's growth/ 12

THE RISE IN NATURAL COSMETICS

The rapid growth of "organic" or "natural" cosmetics / 18

WOMEN IN LEADERSHIP

UAE's Women in Leadership forum 2015 presents women as a catalysts for economic growth/ 30

WOMEN ON THE RISE

Multi-tasking is possible, but only with the strong support of family, friends and mentors/ 34

FLASHBACK

Makeup has been around almost since the dawn of humanity. Here's how it evolved/ 38



RECYCLE ME

... JOIN THE RECYCLING MOVEMENT

#mycity_myenvironment

My City... My Environment is a green initiative embarked by Dubai Municipality with the ambition to encourage recycling and therefore reducing Dubai's domestic waste.

It is the first of its kind in the UAE and aims at introducing the best practices for cleanliness and making Dubai a greener city. It also emphasizes Dubai Municipality's continuous efforts on being environmentally friendly and keeping the city clean.

Residents are kindly asked to place recyclable waste in the green bin with the rest being placed in the black bins provided which are distributed in selected residential areas .



Our Vision: Creating an excellent city that provides the essence of success and comfort of sustainable living.



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#Our_Aim_is_You

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FOREWORD

Dear Readers,

I warmly welcome you to another issue of *Flashes*.

The past month has been eventful at the Mohammed Bin Rashid Al Maktoum Foundation (MBRF). We are proud to have recently hosted a workshop in Paris to discuss the findings of the Third Arab Knowledge Report. This event was of pivotal importance as it helped take the challenges faced by the Arab world to an international audience and gathered solutions that are effective not only on regional or local levels but also have global impact. We are also happy to have released the new edition of the 'Book In Minutes' series. Over 200,000 readers

have benefitted from this initiative, once again making MBRF a dominant thought leader in the region.

We have a great many things to look forward to in the coming months. One of them is the Global Women In Leadership Economic Forum. The UAE is proud to have engaged women in every aspect of nation building and has emerged as the number one country in the region to do so. This would not have been possible without the keen foresight of our leadership.

HE Jamal Bin Huwareb

MD of the Mohammed Bin Rashid
Al Maktoum Foundation

FOUNDATION UPDATES AND INITIATIVES

MBRF Suhoor at Burj Khalifa



His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, the Chairman of the Mohammed bin Rashid Al Maktoum Foundation, attended the Suhoor at Burj Khalifa in Dubai, along with the Foundation's staff. He congratulated everyone on the beginning of the last 10 nights of the Holy Month and wished them further success and continued progress in enhancing the Foundation's performance.

He encouraged them to fulfill their mission and help in the dissemination of knowledge among the UAE, Arabic and Islamic communities. He also requested the Foundation staff to collaborate and spread innovation, a culture of creativity, scientific knowledge and research in these communities. A group image was taken for His Highness along with the entire staff.

Novel Writing Workshop Comes to Successful Completion

The third and final phase of a novel writing workshop finished with a flourish as seven Emirati writers presented their novels to the Lebanese novelist Najwa Barakat. The workshop was held under Mohammed Bin Rashid Al Maktoum Foundation's (MBRF) Dubai International Programme for Writing (DIPW). Led by Barakat, the workshop enabled the Emirati writers

to gain critical creative insights into novel writing skills while working on their own novels. The topics for the novels are fully Emirati, related to daily life experiences in the UAE. The workshop was a part of the DIPW's efforts to contribute to and enrich the local and international cultural arena.

In the last phase of the workshop, Barakat evaluated the two-thirds

of the novels completed by the participants since late last year. It was during this session that the participants started work on the final part of their respective novels. Barakat also helped the writers identify solutions to the challenges they faced by looking at their strengths and weaknesses.

"The Foundation is proud to have conducted this workshop which has



enhanced its role in the UAE's cultural scene. The workshop provided an opportunity to highlight the talents of young Emirati writers in the field of novel writing. It also provided them vital scientific and practical support from the best experts in the field to help refine their talents in various literary skills," said His Excellency Jamal Bin Huwaireb, Managing Director of MBRF.

HE Bin Huwaireb believes that such workshops give greater momentum to the literary scene in the country and contribute to enhanced creativity of young people, thereby offering readers a much richer literary experience.

BOOST TO LITERARY CAREER

The participants in the workshop expressed satisfaction at having attended the workshop, stating that it enabled them to enhance their writing abilities, equipping them with the capacity to create future literary works capable of attracting readers from all ages.

Writer Aisha Msabah Alajel said the workshop helped her significantly enhance her writing skills, as well as sharpen her time management skills as all the participants were required



Above: Lebanese novelist Najwa Barakat

to meet a stringent delivery schedule. Alajel said the workshop also provided her the opportunity to engage closely with people and touch upon real life experiences and concerns of people. She stressed that the innovative elements of the workshop have enriched her mind and given her the ability to develop ideas and benefit from the experiences of others.

Writer Iman Al Yousif said the workshop represented a major leap in her literary career as it helped her improve her character development skills. The workshop also gave the writers an

opportunity to learn about the printing and publishing process including working with editors and designers on their books.

The Dubai International Programme for Writing is aimed at encouraging and empowering young talented writers from around the world who have displayed a flair for writing in various fields such as science, research, literature, fiction and poetry. At present, the programme includes two categories: Writing and Writers Exchange; the novel workshop comes under the Writing category. The Writing Category within the Dubai International Programme for Writing includes specialised training programmes in all areas of creative writing, including fiction, poetry, history, science and research studies. A panel of experts in the areas of writing and publishing assess the writing samples submitted by youngsters interested in joining the programme. Talented writers who pass the evaluation stage join specialised training programmes. After the completion of the required training courses, MBRF will publish the works of the candidates in cooperation with reliable publishing houses inside and outside the UAE. ✍



MBRF and UNDP Discuss Third Arab Knowledge Report in Paris



The key conclusion of a workshop organised by the Mohammed Bin Rashid Al Maktoum Foundation (MBRF) in Paris was that the integration of the youth in the transfer and localisation of knowledge in the Arab world will remain a key priority during the current times, as well as in the future. The workshop discussed the findings of the *Third Arab Knowledge Report* at the headquarters of the United Nations Organisation for Education, Science and Culture (UNESCO) in the French capital. Held in cooperation with the United Nations Development Programme (UNDP), it attracted participation from ambassadors,

academics and youth from French universities. The event was the third in a series of workshops lined up in key Arab and international capitals as part of MBRF's preparations for the second edition of the First Knowledge Conference 2015. The first workshop was held in March at Amman, Jordan, while the second was at Columbia University in New York, USA in April.

Eminent personalities including Dr. Irina Bokova, Director-General of UNESCO; Jack Lang, President of Institut du Monde Arabe (IMA) and former French Minister of Culture and Education; Saif Al Mansoori, Corporate Affairs Advisor of MBRF; and

Yakup Beris, Regional Programme Coordinator at UNDP's Regional Bureau for Arab States addressed the audience at the workshop.

Other prominent speakers included Professor Eric Fouache, Vice-Chancellor of Paris-Sorbonne University Abu Dhabi; Dr. Badr Aldden Arodaky, former Deputy-director of IMA and a prominent writer and literary expert; Prof. Joseph Dichy, Lumière-Lyon2 University, CIDEA Secretary General; Nada Al-Nashif, Assistant Director-General for Human and Social Sciences; Dr. Najoua Ghriss, Associate Author and Core Team Member; and Inaam Kachachi, writer and journalist.

The workshop programme included a presentation on the findings of the report by Dr. Najoua Ghriss, followed by a question and answer session that drew much interest and engagement from the audience.

The event also included a panel discussion that explored the exchange, transfer and localisation of knowledge in the context of European and Arab institutions. The panel discussion witnessed the participation of Prof. Eric Fouache, Dr. Badr Aldden Arodaky and Prof. Joseph Dichy. Moderated by Inaam Kachachi, the session looked at the roles of the various sectors and the main challenges in the production and transfer of knowledge, including areas such as translation and language development.

Jack Lang commended MBRF's efforts to organise such knowledge initiatives, stating that culture, education and knowledge offered the most effective remedy to extremist tendencies. †

Above: His Excellency Jamal bin Huwareb, Managing Director of MBRF said these workshops have been helping draw attention to the state of knowledge in the Arab world.



Above: Saif Al Mansoori Corporate Affairs Advisor of MBRF confident that the outcome of this workshop will support our preparations for the next First Knowledge Conference 2015

Workshop to Contribute to Sustainable Development

According to Saif Al Mansoori, the workshop is within MBRF's plans to contribute to sustainable development in Arab communities through the transfer and localisation of knowledge. This is the third workshop that follows similar events organised in Jordan and New York to discuss the findings of the *Arab Knowledge Report*.

Within a short span of time, the MBRF is proud to have secured the support of a distinct group of specialists in the field of knowledge. Initiatives such as these have given thought

leaders and decision makers the opportunity to discuss the role of the youth in the exchange, transfer and localisation of knowledge and the challenges they might face – issues of key importance especially in today's political and economic scenario. "We are confident that the outcome of this workshop will support our preparations for the next First Knowledge Conference 2015, and contribute to strengthening its position as one of the most important international events in the field of knowledge," added Al Mansoori. †

Third Arab Knowledge Report Calls for Integration of Youth

Yakup Beris affirmed that *The Third Arab Knowledge Report* responds to the need for an evidence-based approach: it offers quantitative and qualitative evidence relying on more than 30 background papers and an extensive database. Secondly, the report has been built on the basis of a participatory approach using the expertise and voices of more than 600 experts and 5800 university students.

It highlights the effective integration of youth in the transfer and localisation of knowledge as one of the most pressing issues facing Arab societies. The report explores the current status of Arab youth in relation to skills and values required for the effective integration of knowledge and their contribution in cultural, political and social arenas.

"The report has been prepared with a belief that a society that connects with knowledge and drives its economy with innovation is more likely to achieve its development objectives. We foresee



youth as the primary agent to make this happen and eventually contribute to the creation of inclusive and resilient societies," said Beris.

His Excellency Jamal bin Huwareb, Managing Director of MBRF, said these workshops have been helping draw attention to the state of knowledge in the Arab world, and the most important challenges facing the region in the knowledge domain. The workshops

are aimed at gaining access to the best international practices in this area and integrating the youth in the production, transfer and localisation of knowledge.

The workshops are expected to enable the MBRF and the UNDP to support the creation of enabling environments for Arab youth as well as provide the best opportunities for young people to boost their knowledge capabilities. †

Innovation, Self Control and Smart Cities: Book In Minutes New Series Released

Bring about meaningful growth through innovation, master self control and learn how to manage smart cities with the latest edition of the Mohammed Bin Rashid Al Maktoum Foundation's Book In Minutes (BIM) series.

The hugely popular BIM initiative summarise international best sellers into Arabic and encapsulates them into crisp summaries that can be read in minutes. This month the series focuses on innovation, self-control and smart cities.

Ten Types of Innovation: The Discipline of Building Breakthroughs by Larry Keeley and others shows how innovation principles can bring about meaningful and sustainable growth in business organisations. Citing successful innovations, the authors have identified 10 meaningful groupings that diagnose patterns of innovation within industries. The book also helps identify innovation opportunities and evaluates how various firms perform against competitors.

Mastering self control is the focus

of *The Marshmallow Test* by Walter Mischel. A leading expert on self-control, Mischel has proven that the ability to delay gratification is critical for a successful life. The book begins with the premise of a child being presented with a marshmallow and given a choice: Eat it now, or wait and enjoy two later. Mischel then explores the implications of the child's behaviour later in life. Further he explains how a mastery of self-control can be applied to challenges in everyday life.

The Responsive City by Stephen Goldsmith and Susan Crawford is a guide to civic engagement and governance in the digital age. The guide helps leaders link important technological breakthroughs and big data analytics with age-old lessons of small-group community input to create more agile, competitive, and economically resilient smart cities. *The Responsive City* highlights the ways in which leadership, empowered government employees, thoughtful citizens, and 21st century

technology can be brought together to improve government operations and strengthen civic trust.

"Decades ago, it was difficult to imagine the idea of building smart cities in the Arab region. Today this concept has become a global trend and a contributor to sustainable development of communities that can create happiness and satisfactory life for individuals in various countries," says His Excellency Jamal Bin Huwaireb, Managing Director of MBRF in the opening note of the latest issue.

HE Bin Huwaireb said the most important benefit of the transformation of cities into smart cities is that people in such cities are happier as they are able to carry out public and private transactions easily any time and from anywhere. Smart cities contribute to economic growth and stimulate entrepreneurship, having the infrastructure that can facilitate the performance of tasks efficiently eliminating bureaucracy, he said. ♪





285,000 Benefit from 'Book in Minutes'

Mohammed Bin Rashid Al Maktoum Foundation's (MBRF) 'Book In Minutes' initiative reached a landmark moment with over 50 international titles summarised and translated into Arabic. Launched a year-and-a-half ago the titles under this initiative have covered a variety of topics such as positive energy, human development, life management, leadership, family, and community.

During this period, the initiative has managed to reach out to more than 285,000 people, including individuals and families, reflecting its success in strengthening the culture of reading in the society. Some of the most popular titles under the initiative have been *The Innovation Secrets of Steve Jobs*; *Solving the Procrastination Puzzle*; *Confidence*; and *Collective Genius - The Art and Practice of Leading Innovation*.

"The 'Book in Minutes' initiative has been a remarkable success as demonstrated by the compliments we have been receiving from the readers, as well as other people interested in the initiative. We are keen to develop the initiative

further by enriching its content with more interesting topics that touch the lives of people, enabling them to overcome challenges and enhance their knowledge in various fields," said His Excellency Jamal bin Huwareb, Managing Director of MBRF.

MBRF plans for future editions to focus on new topics related to personal development and success, positive thinking and happiness, as well as interactive and management skills. The Foundation will also choose titles based on readers' feedback.

Under the 'Book in Minutes' initiative, Qindeel Printing and Publishing Services, one of the investment projects of MBRF, selects three popular global books on different topics which are then summarised and translated into Arabic and distributed to various groups in the society, including government agencies, ministries, schools, and dignitaries. The Foundation also sends out copies of 'Book in Minutes' through subscriptions in response to individual requests. 📖





BRIDGING THE GENDER GAP

*Women are playing an
important role in the
nation's growth.*





Above: UAE Gender Balance Council the council will boost the UAE's efforts to evolve and enhance women's role as key partners in building the future of the nation.



Earlier this year, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, announced the creation of the UAE Gender Balance Council. It has been established as a federal entity, and the council will boost the UAE's efforts to evolve and enhance women's role as key partners in building the future of the nation.

His Highness made the announcement at the 'Toward Gender Balance in Governments' plenary session, a part of the Government Summit held in February 2015. These measures prove how much the leadership values the participation of women in all sectors and highlights the leadership's commitment to empower women in every sphere.

EQUALITY IS KEY

Equality between genders is a key element for the success and prosperity of societies and a prerequisite to achieve happiness, security and stability of its members, believes Sheikha Manal bint Mohammed bin Rashid Al Maktoum, president of Dubai Women Establishment and chairwoman of the UAE Gender Balance Council. "The impact of a significant female presence in leadership roles has wide-ranging benefits on the economy, on governance, and on the society at large. The UAE has always worked to dismantle barriers that create tension between the genders. We have a great opportunity to uncover new paths that we may walk on together" she says.

Emirati women occupy 66 per cent of the government's workforce with 30 per cent of them in leadership positions. The figures are testament to the leadership's approach in empowering

women and engaging them in all aspects of nation building, including the UAE's international competitiveness.

EMPOWERING THROUGH EDUCATION

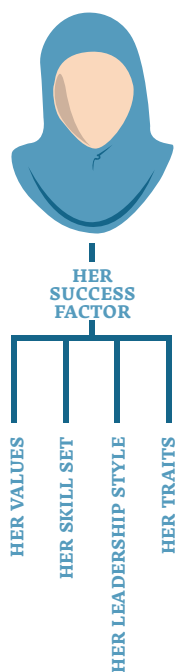
The UAE was ranked first in the GCC region for gender equality by the Global Gender Gap Report 2013, published by the Geneva-based World Economic Forum. The country leads the way in the MENA region with the narrowest gender gap, and the Forum attributes this to the country's

DUBAI WOMEN ESTABLISHMENT

Launched in 2006, the Dubai Women Establishment plays a vital role in nurturing the next generation of Emirati women leaders. Over the past few years, DWE has successfully organised and conducted many programmes, interactive seminars, training sessions and forums aimed at encouraging more women to join the active work force. At the same time the Establishment strives to help Emirati women balance stimulating careers with a satisfying family life. DWE actively endorses appropriate gender-equality policies and initiatives and provides continual training and work opportunities.

Its Arab Women Leadership Forum is an annual conference aimed at strengthening female contribution to the economy as well as inspiring women to participate in nation building. Comprising a series of interactive panel discussions, the forum brings together international speakers, intellectuals and thought leaders in the arena of women's empowerment.

THE DNA OF AN ARAB WOMAN LEADER



Source: AWLO 09-11

investment in education and success in health, politics and economic participation.

The report ranked the UAE as the highest-placed country in the region with regards to achieving parity in education.

"It's a metric that people probably haven't tracked so much because they tend to focus on fees, enrolment growth and types of institutions entering the country," said Ashwin Assomull from The Parthenon Group, which carries out educational surveys. "But it's another validation that what's happening in the UAE is the right thing."

"In the UAE, regardless of gender, you're being provided with education choices to achieve what you want," Assomull said. "The girls are as good as the boys in education and it's very important for people outside the region to understand this data because, sometimes, foreign commentators will group countries within the GCC together and make general sweeping comments that there's no gender equality. This data shows that it's clearly not the case."

Earlier, the 2007 United Nations Development Programme (UNDP) status report on Millennium Development Goals recognised the positive outcome of the UAE's target-oriented policies in a number of areas, including women's empowerment. It particularly noted that the state legislation in the UAE do not discriminate on the basis of gender with respect to education, employment or the quality of services provided.

UAE women have not only met but even exceeded targeted educational levels due to their strong desire to become financially independent

WOULD YOU SAY ARAB WOMEN LEADERS' CHALLENGES ARE GREATER THAN IN DEVELOPED COUNTRIES?



● MORE CHALLENGING ● EQUALLY CHALLENGING ● NEITHER/NO



Left: Dr. Amal Al Qubaisi was the first Emirati woman to be elected to the FNC and went on to become the deputy speaker of the FNC in 2011, not only a UAE but also a GCC first.

and professionally successful – a fact the report's educational indicators show.

In 2005, another report by PricewaterhouseCoopers report showed that at 77 per cent, the UAE has the highest rate of females in higher education in the entire world. The United Nations also recognises the UAE among the most developed nations in educating women.

ECONOMIC ENGAGEMENT

It is interesting to note that nearly 10 per cent of UAE's private sector firms are run by women and around 21,000 women own investments worth Dhs40 billion (\$10.9 billion). According to the Ministry of International Cooperation and Development, UAE women also account for 15 per cent of the board members directors of chambers of commerce and industry in the country. This strong representation can be attributed to the 2012 decision of the UAE Cabinet to make it compulsory for all companies to appoint women to their boards.

The Institute of International Finance (IIF) – a Washington based association of 450 global banks and financial institutions, says that Dubai's gross domestic product will grow annually at a rate of 5.5 per cent between now and 2020. Women will play a vital role in this growth, according to UAE's Ministry of Economy.

"The UAE has achieved impressive strides in empowering women, who today serve in leadership positions across the government and business. With one of the highest ratios in educated and skilled women, the nation is committed



AT 77 PER CENT, THE UAE HAS THE HIGHEST RATE OF FEMALES IN HIGHER EDUCATION IN THE ENTIRE WORLD.



Right: According to the Ministry of Economy, about half of the small-to-medium enterprise sector in the UAE is handled by women



to further strengthening their leadership competencies. As the UAE enters a new era of growth, led by a focus on infrastructure development and diversification, the women leaders can play a strong role in the decision-making process," said HE Eng. Sultan Bin Saeed Al Mansoori, Minister of Economy.

In the capital Abu Dhabi, there are now over 22,000 women members of the Abu Dhabi Chamber of Commerce and Industry, running nearly 25,000 economic and commercial projects

with investments of up to Dh45 billion.

It is evident the government is actively encouraging women's participation in economic development. According to the Ministry of Economy, about half of the small-to-medium enterprise sector in the UAE is handled by women; further, 48 per cent of women business-owners are also the sole owners of their firm.

POLITICAL PARTICIPATION

The 2006 Federal National Council (FNC)

UAE WOMEN STATISTICS

POPULATION

Source: 2010 Data from the National Bureau of Statistics

468,888

THE NUMBER OF UAE NATIONAL WOMEN

83,784

POPULATION OF UAE NATIONAL WOMEN IN DUBAI

EDUCATION

91%

IS THE RATE OF FEMALE LITERACY IN THE UAE, WITH A HIGHER NUMBER OF WOMEN IN SECONDARY AND TERTIARY EDUCATION

POLITICS

22.5%

PERCENTAGE OF WOMEN IN PARLIAMENT, ACCOUNTING FOR NINE MEMBERS OF THE FEDERAL NATIONAL COUNCIL OF THE UAE

4 NUMBER OF FEMALE REPRESENTATIVE OF THE UAE ABROAD, ACCOUNTING FOR THREE AMBASSADORS AND ONE CONSUL GENERAL

elections were a historical milestone for the women of UAE who, for the first time, were able to run for election. It enabled Emirati women to move from having no representation in the FNC to gain nearly one-quarter of all FNC seats. This new configuration enabled the UAE to significantly decrease its gender gap in political participation and heralded the beginning of a more gender-balanced parliamentary life.

The historic inclusion of women in the formal political process resulted in 65 women running as candidates in the elections, with one being successfully elected to a seat at the FNC followed by the appointment of eight women from various emirates.

Dr. Amal Al Qubaisi was the first Emirati woman to be elected to the FNC and went on to become the deputy speaker of the FNC in 2011, a first time not only in the UAE but also in the GCC. In January 2013, she made history again by chairing an FNC session.

Today, five women serve in the UAE Cabinet – including Sheikha Lubna Al Qasimi, Minister for International Cooperation and Development, who was recognised by *Forbes* magazine as one of the 100 most powerful women in the world. Seven women hold seats within the Federal National Council (FNC), a consultative parliamentary body, accounting for nearly 20 per cent of the FNC's membership. They also make up 20 per cent of the diplomatic corps, and there are also several female ambassadors, including one to the United Nations, Spain, Portugal and Montenegro, and a female Consul General in Milan. In 2013, Lana Nusseibeh was appointed the first female permanent representative to the UN from the UAE.



Left: Sheikha Lubna Al Qasimi, Minister for International Cooperation and Development, who was recognised by *Forbes* magazine as one of the 100 most powerful women in the world.

WIDER REACH

But the UAE's efforts in the field of women's empowerment are not just restricted to achieving steady successes and achievements for women within its borders. The country extends its support to women in the region and the world in general. Last year it hosted the UN Women Coordination Office in Abu Dhabi.

The UAE also donated \$5 million to the UN's core budget for 2014-2016, to contribute to the support of gender equality, women's empowerment, and peace and security programmes. †

Data taken from the Global Gender Gap Report 2010, the UNDP Human Development Report 2010, and UAE yearbook 2010

ECONOMY

17%

PERCENTAGE OF FEMALE MINISTERS IN THE UAE, ACCOUNTING FOR FOUR POSTS IN THE CABINET: THE MINISTER OF FOREIGN TRADE, MINISTER OF SOCIAL AFFAIRS AND TWO MINISTERS OF STATE

43%

PERCENTAGE OF LABOUR FORCE PARTICIPATION OF WOMEN IN THE UAE

66%

THE PERCENTAGE THAT UAE WOMEN CONSTITUTE OF THE PUBLIC SECTOR WORKFORCE

30%

ARE IN SENIOR POSTS

THE RISE OF NATURAL COSMETICS

Some consumers prefer cosmetics without synthetic ingredients, which has led to the rapid growth of “organic” or “natural” cosmetics.



“Organic” food is a growth industry, and the same can be said for “organic” or “natural” cosmetics. According to a market report by Transparency Market Research, the global demand for organic personal care products was over \$7.6 billion in 2012 and is expected to reach \$13.2 billion by 2018, growing at a rate of 9.6 per cent annually from 2012 to 2018.

The reason behind this growth is that consumers are becoming more and more informed with what we put in and on our bodies. As we read more claims about certain chemicals and ingredients touted to be harmful, many of us have become concerned and distrustful of ingredients we don't recognise.

Therefore, the reasoning behind the move towards organic or natural cosmetics is largely based on the belief that natural products, by virtue of being natural, are healthier than synthetic ones. As a result “organic” and “natural” have become common terms you find on everything from moisturisers to mascaras.

Generally speaking, “natural” ingredients are derived, in whole or in part, from natural sources with no synthetic compounds. Taking it a step further, “organic” ingredients are supposed to contain only plant-sourced ingredients that are cultivated without the use of synthetic chemicals, irradiation, or pesticides. These two terms are often expressed in different ways on cosmetic labels:

- ⇒ **NATURAL:** Some of the ingredients come from nature (nonsynthetic).
- ⇒ **ALL NATURAL:** All of the ingredients come from nature.
- ⇒ **MADE WITH ORGANIC INGREDIENTS:** The majority of the ingredients meet an “organic” standard, typically meaning that no synthetic pesticides are used in growing ingredients and that farming methods stress conservation.
- ⇒ **ORGANIC:** Almost all of the ingredients meet an “organic” standard.
- ⇒ **100 PER CENT ORGANIC:** All of the ingredients meet an “organic” standard.

However, there are no industry standards or regulations for these terms, so in some cases, such labels mean very little. In theory at least, a natural or organic cosmetic contains nothing synthetic. But given the lack of regulations, it is always a question as to whether or not these products actually are made according to the claims about their formulations. Even more to the point – does any of this actually make them any better for your skin? A stinging nettle can be organically



Right: Products containing harmful ingredients cannot enter the UAE market.



grown and is 100 per cent natural, but rub it on your skin and you won't like the results. In other words, it is a misconception to assume that synthetic ingredients are automatically bad and that all organic or natural ingredients are automatically good.

That is not to say that all synthetic ingredients are harmless. Regular deodorants, for example, use chemical preservatives that may possibly be dangerous. Triclosan and parabens, for instance, are both loosely associated with cancer and

endocrine-system disruptions. Other products, like nail polish and hairspray, contain phthalates, which can interfere with endocrine processes and potentially affect reproductive systems. However, there's no definitive evidence either way on whether potentially harmful ingredients can do harm when they're "consumed" in cosmetic form.

There's also little real evidence showing that natural cosmetics are any better for your skin or hair than conventional ones. For people with



Right: Elias Srour, Paris Gallery's regional make-up artist

Tell us about your product range. How do you decide the proportion of products?

We tailor our brand selection and product assortment based on our customers' needs. We strive to identify opportunities in the market and fill in the gaps to create the best and most luxurious shopping experience for our customers.

How much attention do brands/consumers pay to sustainability in the beauty industry?

We believe that the beauty industry is investing considerably Corporate Social Responsibility (CSR) & sustainability initiatives. The premium beauty brands that we showcase are ecologically conscious and involved in ethical and environmentally friendly business practices that include sustainable sourcing and the use of non-polluting substances. They take a holistic approach to sustainability.

“If a cosmetic says ‘USDA Organic,’ you can be reasonably sure its ingredients were not grown with chemical pesticides, that it was made sustainably, and that it contains no chemical preservatives.”

sensitive skin, synthetic preservatives can be irritating, so that’s one reason to go natural. But it’s mostly a matter of preference.

One area in which natural cosmetics most likely excel is in eco-friendliness. An USDA-labelled organic cosmetic is probably made in a more eco-friendly manner than a conventional cosmetic. If a cosmetic says “USDA Organic,” you can be reasonably sure its ingredients were not grown with chemical pesticides, that it was made sustainably, and that it contains no chemical preservatives. However, there are an estimated 380-plus organic certification organisations around the world which, unfortunately, means that you, the consumer, needs to study up on what you’re buying, and on who is regulating the “organic” or “natural” claim.

A big part of the emerging natural and organic trend focuses on sustaining our supply of raw materials and reducing the environmental footprint. Recently, a number of countries (including the US) are starting to implement regulations

so that cosmetic ingredients are sourced sustainably – natural or synthetic. The big players in the cosmetic industry, like P&G, Unilever and L’Oreal, have all made pledges to focus and increase sustainability.

Finally, there is nothing about “natural” or “organic” that reflects the quality of a product when it comes to protecting or making your skin look or act younger, healing your acne or dry skin, controlling your oily skin or rosacea, or addressing other skin-care concerns. That can only be established with rigorous testing, an expensive and time-consuming process. So when you buy natural or organic cosmetics, stick to well-known brands.

One thing is for sure, as consumers become more educated and demand more natural products, the choice of natural and organic cosmetics will grow exponentially. Accompanying this growth will be more regulation and higher standards that will make purchasing decisions a lot simpler in the future. [f](#)

Cosmetics are loaded with harmful chemicals, colorings and preservatives. True or False.

False. Premium brands do not include chemicals that are hazardous to human health in their cosmetic products. The UAE has strict laws against this, and products containing harmful ingredients cannot enter the UAE market.

What are the advantages of organic cosmetics?

Being called organic doesn’t mean that organic products are superior to non-organic products. However, organic cosmetics are good in that they normally avoid using many synthetic ingredients and are more environmentally friendly.

How difficult (or easy) is to dispose of expired cosmetics? Can they just be trashed? What happens when lipsticks, lotions, perfumes integrate into soil?

Expired products are returned to the suppliers. There are returns programmes set up by the brands themselves for expired products. They are returned to the manufacturers who dispose them in a suitable manner. We do not trash them.

What factors should a consumer consider before making a purchase?

Consumers should always keep in mind their skin-type and their needs when making a purchase. They should be aware of the desired look they want to achieve and shop for products that help in attaining the look. Good knowledge of the beauty industry trends is a plus, although not always necessary.

The beauty industry is setting unrealistic ideals for consumers. Your comments.

I believe that the beauty industry is promoting the fact that every woman has the opportunity to enhance her own beauty as she desires.

Oceans under attack

Shelled marine animals may disappear soon.

Called the evil twin of global warming, ocean acidification has often been ignored as its effects are not immediately visible. But experts have now identified the damage it can do. Increasing acidity is thought to have a range of possibly harmful consequences, such as depressing metabolic rates and immune responses in some organisms, and causing coral bleaching. New research also shows that the increased acidity may threaten the ability of sea animals to build and maintain their shells and the direct result of this should become clearer within the next 15 years. The surface waters of the Chukchi and Beaufort seas, in particular, are under threat and scientists estimate that acidity will impact the sea life in Chukchi by 2030, with the Bering Sea reaching critical acidity levels by 2044.

According to Jeremy Mathis, an oceanographer at NOAA's (National Oceanic and Atmospheric Administration) Pacific Marine Environmental Laboratory and the study's lead author, "Our research shows that within 15 years, the chemistry of these waters may no longer be saturated with enough calcium carbonate for a number of animals – from tiny sea snails to Alaska King crabs – to be able to construct and maintain their shells at certain times of the year."

A team of scientists from the NOAA, the University of Alaska and Woods Hole Oceanographic Institution (WHOI), collected observations on water temperature, salinity and dissolved carbon during two-month-long expeditions to the Bering, Chukchi and Beaufort Seas in 2011-2012. With the gathered data they built a predictive model for the region. It calculates how the amount of calcium and carbonate ions dissolved in seawater – an important indicator of ocean acidification – will change over time. According to the model, ion levels will drop below their present range in 2025 for the Beaufort Sea, 2027 for the Chukchi Sea, and 2044 for the Bering Sea.

This is cause for serious concern as many

marine animals rely on calcium carbonate to build and maintain their shells, which act as an exoskeleton and protect them against predators. If carbonate ion concentrations dip below tolerable levels, their shells may start to dissolve and this will directly affect the food chain.

RIPPLE EFFECT

Oceans absorb nearly a third of our carbon dioxide (CO₂) emissions, which makes the water more acidic over time. Furthermore, as the climate becomes hotter and hotter, the oceans' acidity increases. In fact, the acidity of earth's oceans has risen by almost 25 per cent since the industrial revolution due to manmade emissions.

The current rate of acidification is believed to be unprecedented within the last 65 million years. While previous research only identified calcium-based shelled animals as the most endangered, other research suggests the effects of acidification may be even more pervasive. Sir Mark Walport, the UK's chief scientist, warns that if we carry on emitting CO₂ at the same rate, ocean acidification will create substantial risks to complex marine food webs and ecosystems. Mathis seconds the opinion: "This change due to ocean acidification would not only affect shell-building animals but could ripple through the marine ecosystem." Ocean acidification will not only negatively affect shell-building organisms but also the fish that depend on these types of species for food.

Researchers from Exeter University have found that other creatures will also be affected because as acidity increases it creates conditions for animals to take up more coastal pollutants like copper. Lugworms, used as fishing bait, are suffering. There is DNA damage to sea urchins. Molluscs and mussels, which create living space for hundreds of other marine species, as well as filter sea water, are under threat. Branching and table corals are also being affected and scientists say they may not last the century. ↑



THE WORLD'S WORST MASS EXTINCTION

In April this year, scientists said that colossal volcanic eruptions in Siberia nearly 252 million years ago released huge amounts of carbon dioxide into the world's oceans turning them dangerously acidic and killing most land and sea creatures.

The researchers studied rocks in the United Arab Emirates that were on the sea-floor at the time and contained a detailed record of the changing ocean conditions at the end of the Permian Period. This is the first time proof has been found for the

phenomenon. The prodigious amounts of carbon dioxide lethally, but temporarily, changed the chemical composition of the oceans, setting in motion a mass extinction that unfolded over 60,000 years. Horseshoe crab-like trilobites and the sea scorpions were among the many marine creatures that vanished.

On land, the eruptions gave way to global warming and a general drying of the climate with most of the dominant mammal-like reptiles dying out.



THIS IS CAUSE FOR SERIOUS CONCERN AS MANY MARINE ANIMALS RELY ON CALCIUM CARBONATE TO BUILD AND MAINTAIN THEIR SHELLS, WHICH ACT AS AN EXOSKELETON AND PROTECT THEM AGAINST PREDATORS



Drops of Power

The world's first computer that runs on water droplets.

While many of us endeavour to keep liquids away from our laptops and computers, engineers have now come up with a computer that runs on precisely these!

The world's first synchronous computer that operates on water droplets has been developed by Manu Prakash, assistant professor of bioengineering at Stanford University. The Indian-American researcher and his students spent nearly a decade building the unique computer that utilises the unique physics of moving water droplets. Theoretically, the droplet computer can perform any operation that a conventional electronic computer can because of its universal nature, albeit at significantly slower rates.

Prakash combined his expertise in manipulating droplet fluid dynamics with a fundamental element of computer science – an operating clock, to develop the ground-breaking computer.

Computer clocks are responsible for the precise functioning of all our devices – smartphones, airplanes, and even the internet. Nearly every computer program requires several simultaneous operations, each carried out in a perfect step-by-step manner. A clock makes sure that these operations start and stop at the same times, thus ensuring that the information synchronises.

THE DESIGN

Developing a clock for a fluid-based computer required creativity. Prakash wanted the clock to be easy to manipulate but also able to influence multiple droplets at a time. His team also wanted the system to be an expandable one, so that in the future a large number of droplets could communicate with each other without any errors.

The research team realised that a rotating magnetic field was just the thing they needed

“Since the system is extremely robust and covers universal design rules, this is possible. Anyone can now assemble together the basic logic blocks and make any complex droplet circuit they desire.”



Above: Manu Prakash, assistant professor of bioengineering at Stanford University.

Below: They built arrays of tiny iron bars on glass slides (similar to a Pac-man maze).



as it would act as a clock to synchronise all the droplets. They built arrays of tiny iron bars on glass slides (similar to a Pac-man maze). A blank glass slide was laid on top with a layer of oil sandwiched between it and the bars. Then they carefully injected individual water droplets into the mix that had been infused with tiny magnetic nanoparticles. Next, they turned on the magnetic field. Every time the field flips, the polarity of the bars reverses, drawing the magnetised droplets in a new, predetermined direction. Every rotation of the field counts as one clock cycle and every drop marches exactly one step forward with each cycle. The researchers used a camera to record the interactions between individual

droplets, allowing observation of computation as it occurs in real time.

THE USES

The team believes the ability to precisely control droplets using fluidic computation could have a number of applications in high-end biology, chemistry and mass digital manufacturing. The most immediate application might involve turning the computer into a high-throughput chemistry and biology laboratory. Instead of running reactions in bulk test tubes, each droplet can carry some chemicals and become its own test tube.

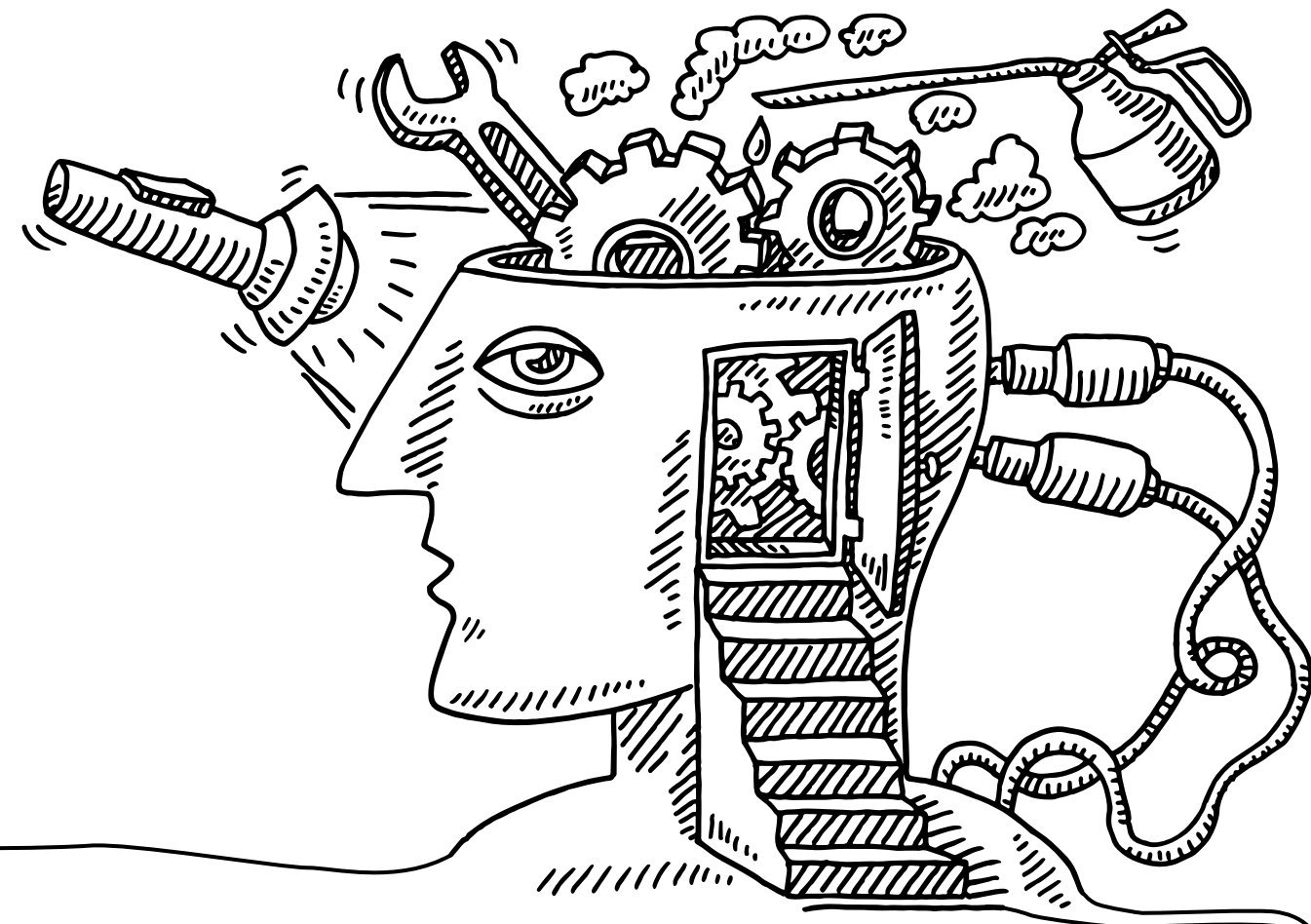
Prakash now plans to make a design tool for these droplets available to the public. Since the system is extremely robust and covers universal design rules, this is possible. Anyone can now assemble together the basic logic blocks and make any complex droplet circuit they desire.

“We’re very interested in engaging anybody and everybody who wants to play, to enable everyone to design new circuits based on building blocks we describe in this paper or discover new blocks. Right now, anyone can put these circuits together to form a complex droplet processor with no external control – something that was a very difficult challenge previously,” Prakash said.

Apart from this, the team also nurtures a more ambitious application in mind – to build a completely new class of computers that can precisely control and manipulate physical matter. “Imagine, when you run a set of computations wherein not only information is processed but also the physical matter is algorithmically manipulated. We have just made this possible at the mesoscale,” Prakash said. †



THE ABILITY TO PRECISELY CONTROL DROPLETS USING FLUIDIC COMPUTATION COULD HAVE A NUMBER OF APPLICATIONS IN HIGH-END BIOLOGY, CHEMISTRY AND MASS DIGITAL MANUFACTURING.



Creatively Insane

Creativity and mental illnesses could be linked, states new research.

The idea of the mad genius is not a new one. The archetype dates back to at least classical times when, Aristotle noted, “no great mind has ever existed without a touch of madness.” Research now shows that the mad genius is not just an allegorical concept but factual.

SCIENTIFIC EVIDENCE OF THE “MAD GENIUS”

While previous studies have identified a link between creativity and psychiatric disorders such as bipolar disorder, it has never been clear if this association is due to common genes. It is only now that scientists are able to pinpoint that this may be due to common genes and not simply shared environmental factors or socioeconomic status.

The study was conducted by scientists with the genetics company deCODE and a team of colleagues from the US, the UK,

Sweden, Iceland, and the Netherlands. It used the available genetic and medical data of more than 120,000 residents of Iceland, Netherlands and Sweden. The scientists were searching for the DNA variants that are known to double a person’s risk of schizophrenia and increase the odds that they will develop bipolar disorder by more than one-third. The study found that people belonging to various national arts societies were 17 per cent more likely to possess those variants than non-members. The researchers extrapolated that creative individuals such as artists, writers, musicians and dancers, amongst others, may be more genetically predisposed to bipolar disorder, schizophrenia, and other mental illnesses. People who work in creative professions were 25 per cent more likely to have the genetic factors linked to mental diseases.

“To be creative, you have to think

differently, and when we are different, we have a tendency to be labeled strange, crazy, and even insane,” said deCODE founder and CEO Dr. Kari Stefansson. “Often, when people are creating something new, they end up straddling between sanity and insanity. I think these results support the old concept of the mad genius.”

“Creativity is a quality that has given us Mozart, Bach, Van Gogh. It’s a quality that is very important for our society. But it comes at a risk to the individual,” Dr. Stefansson added, “and one per cent of the population pays the price for it.” That one per cent, he said, can develop mental illness based on their genetic factors. However, life experiences and environmental influences also play a role.

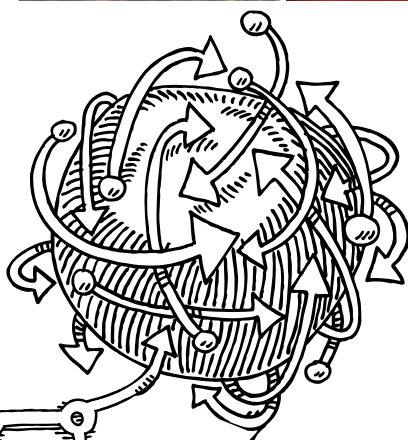
WEAK YET FASCINATING LINK

However, the authors do highlight that the link between these genetic variants for mental illness and creativity is a weak one. The factors that increase the risk of mental problems explained only about 0.0025 of the variations in individual artistic ability.

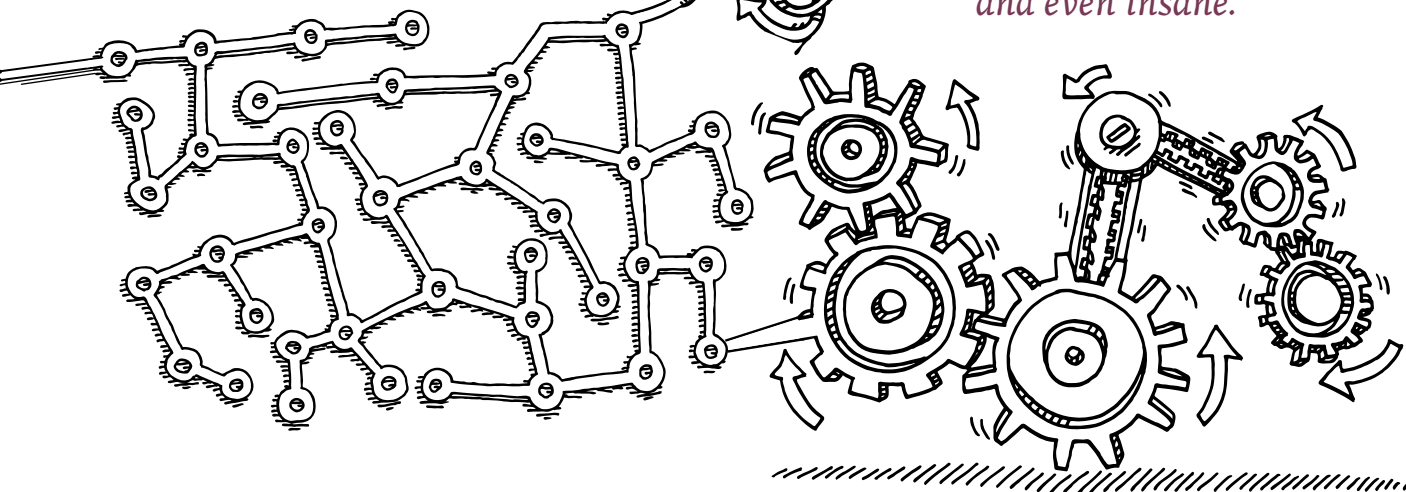
But it is still a fascinating discovery, insists Dr. Stefansson. “It means that a lot of the good things we get in life, through creativity, come at a price. It tells me that when it comes to our biology, we have to understand that everything is in some way good and in some way bad.”



L-R: Vincent van Gogh, Wolfgang Amadeus Mozart and Johann Sebastian Bach



“To be creative, you have to think differently, and when we are different, we have a tendency to be labeled strange, crazy, and even insane.”



Seismic Cannons

Scientists unearth the mystery behind the Red Sea's Cannon Earthquakes

If you were to take a trip to the Egyptian Red Sea coast, you might hear a distinct noise – like the rumbling of a quarry blast or cannon shot – echo through the water accompanied by small earthquakes. The phenomenon is so old and so common, the Egyptians have even named a town after it, Abu Dabbab, meaning ‘Father of the Knocks’.

Until now the cause for this unique, noisy seismic event was unknown but now seismologists have found an explanation.

DEEPER INSIGHT

Rocks in the Abu Dabbab region have been found to be twice as warm as rocks elsewhere in Egypt. This prompted previous researchers to think that the earthquakes were perhaps a result of magma rising through the crust. However the new report discards this theory as no volcanic activity has been recorded in the region in at least 65 million years.

The study, published in the *Bulletin of the Seismological Society of America*, explains that the tremulous activity in the seaside resort of Abu Dabbab is caused by an active fault that lies below a 10-kilometre-thick block of old, now rigid igneous rock.

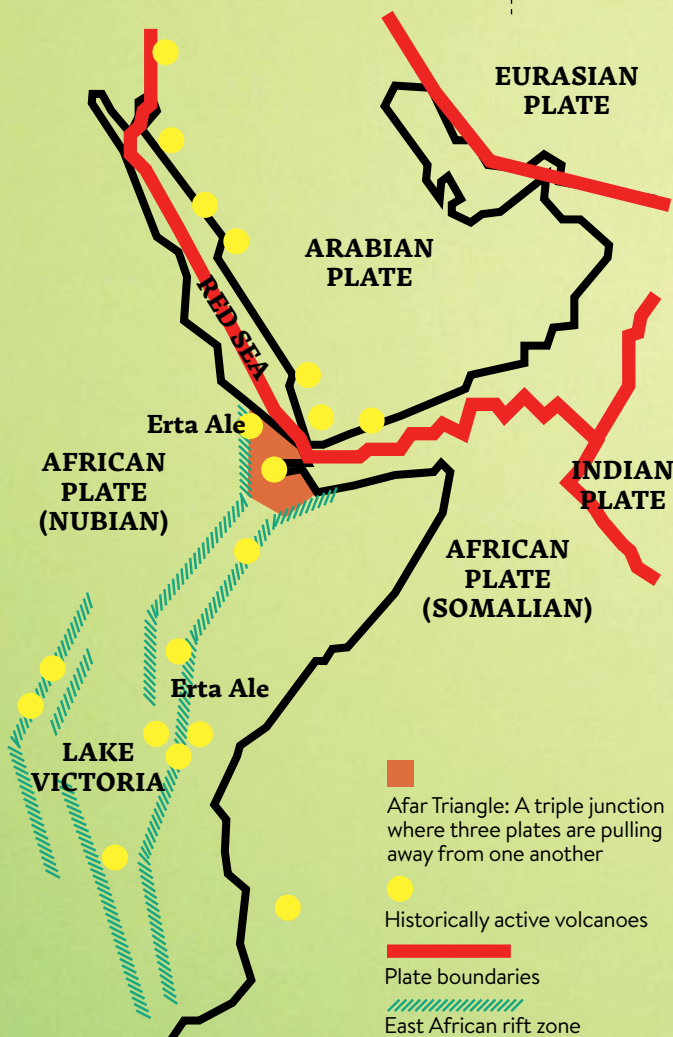
The researchers – Sami El Khrepy of King Saud University in Riyadh, Saudi Arabia, and colleagues – analysed the structure of the crust at Abu Dabbab. Additionally they studied the data collected by the National Seismic Network of Egypt (ENSN). The researchers then used seismic tomography – a technique that uses information on the speed of seismic waves – to create a 3D map of rock types in the area.

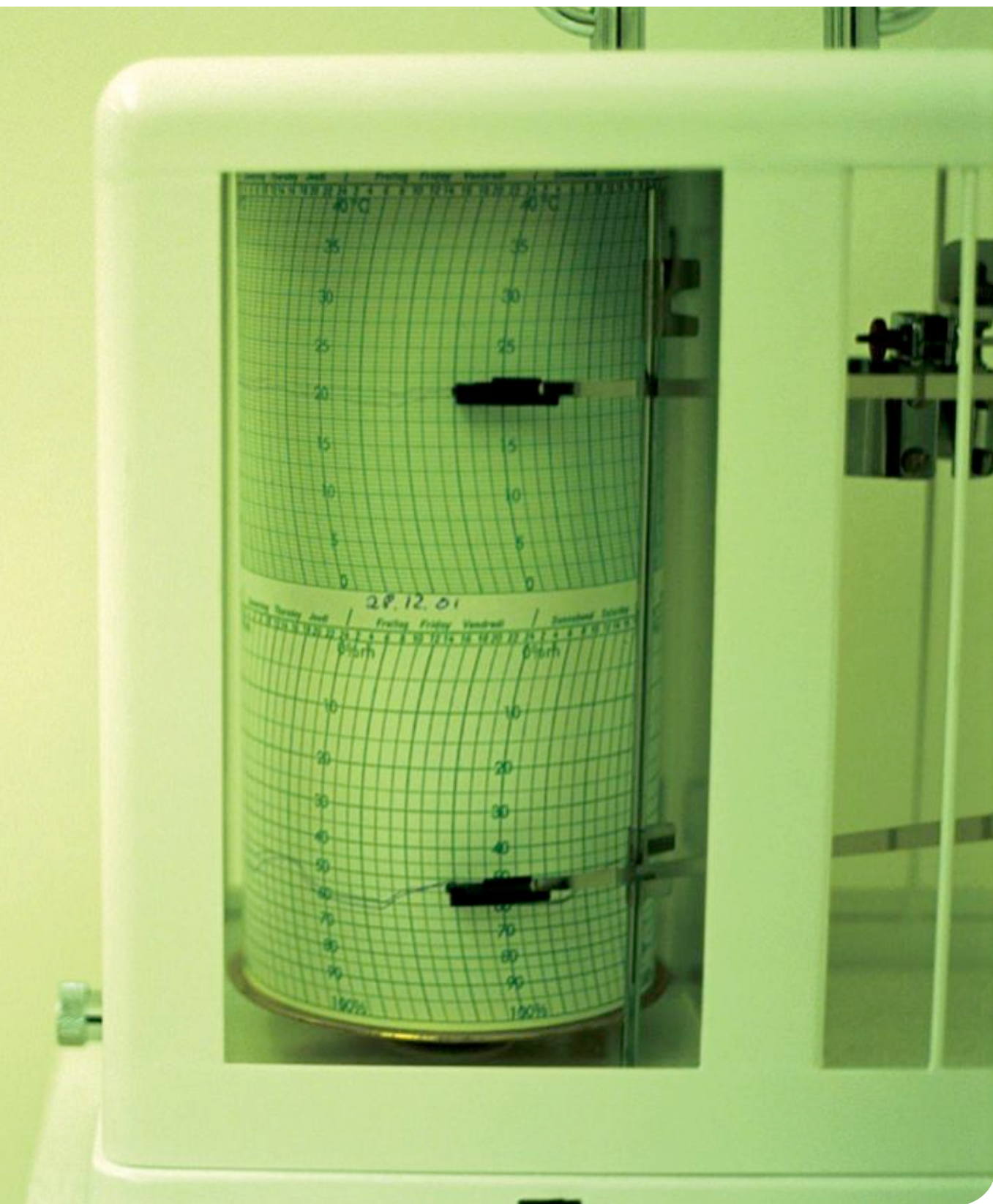
They found that the earthquakes around Abu Dabbab happened along the fault. The fault was created by the rifting of the earth as the African and Arabian tectonic plates slowly move apart, creating the Red sea over millions of years. Sea-water seeps in between the fault and the surface of the igneous block, acting as a lubricant and allowing the two to slip past each other. The rigid igneous crust clearly transmits this movement, allowing the seismic movement to rise through the rock with little weakening of the acoustic signal. It is these high-frequency sounds of the earthquakes that can then be heard by humans at the surface.

“This study is the first detailed look at the seismic tomography in this region of Abu Dabbab’s cannon earthquakes,” said El Khrepy. “Based on the new results and also the historical data,’ El Khrepy concluded, “we report that the confined seismicity in this zone is of tectonic, and not volcanic, origin.” ↑

PLATE BOUNDARIES AND VOLCANOES OF AFRICA

Source: USGS







WOMEN AS CATALYSTS FOR ECONOMIC GROWTH PRESENTED AT THE UAE'S WOMEN IN LEADERSHIP ECONOMIC FORUM 2015

Over the past decade, womenomics is sweeping the globe with more and more organisations recognising the potential of the female work force in achieving economic growth.

So, what are the advantages of female economic participation?

Firstly, it plays an important role in reducing poverty. In fact, women's work may be the single most important factor in reducing poverty in developing economies, suggests the International Labour Organisation. According to the World Economic Forum, gender equality has a positive correlation with GDP. It also means greater profits for businesses as they are able to select from a wider talent pool.

Additionally, women are accountable for approximately \$20 trillion of consumer spending worldwide, which makes them the most dynamic and fastest growing economic force in the world.

By 2017, women are expected to control \$28 trillion of global consumer spending. These are compelling statistics and just one of the many reasons why increased participation from women in the workplace is imperative.

In the UAE, about half of the small-to-medium enterprise sector is handled by women. Further, 48 per cent of women business-owners are also the sole owners of their firms, and working women contribute about US\$3.4 billion to the UAE's economy.

Given these factors, it is not surprising that female participation in the workforce is not only desirable but also key to economic growth. The UAE is at the forefront of female economic empowerment with many initiatives being implemented in the country to boost female participation in the workplace.

One such initiative is the Global Women



THE GENDER DIVERSITY IS NOW AN ISSUE BEING DISCUSSED AT EVERY LEVEL – RIGHT FROM THE BOARD TO POLITICAL LEVELS.

in Leadership (WIL) Economic Forum. The brainchild of French business facilitation company Naseba, it was born in Dubai a year after the company set up its headquarters in the city in 2008.

Now in its 7th year, WIL has been bringing together the world's most influential business and thought leaders to actively promote economic empowerment of women, as well as gender diversity and female inclusion in the workplace. The 2015 edition is organised under the patronage of the UAE Ministry of Economy and supported by the United Nations Global Compact, Women in Global Business and the GCC Board Directors Institute (BDI). WIL is focused on making change happen and convenes nearly 600 global influential business and thought leaders to discuss key issues – opportunities and challenges – encountered by women in leadership today.

The two-day forum is a unique mix of talk shows and interactive panel discussions features networking, inspirational speakers and interactive roundtable discussions.

THE BEGINNING INSIGHT

Born in 2009, the Women In Leadership forum came out of Naseba's core business of providing platforms for networking and facilitating business opportunities. "The events Naseba was conventionally producing had a minority of female participation and they were usually on the sidelines. The ladies were not so comfortable and not very welcome either into the group of men who were networking. As a woman I wanted to change this. So the first aspect was just to bring together a forum that was designed for women to network, and share experiences and knowledge

as well as mentor and inspire each other," says Sophie Le Ray CEO of Naseba.

The WIL forum also came about due to Le Ray's desire to change people's perception about the Middle East in general and Dubai specifically. "In 2008 when we decided to move our headquarters from Europe to the UAE, I often heard comments about how difficult it would be for me as a woman to do business in the Arab world. I found this quite funny because I experienced the right opposite here. It was easier to do business here than it was for me back in France!

"We wanted to do business and to break the myth about doing business in the Middle East. Our company bridges the gap between emerging markets and European/American markets and the WIL forum was our way to respond to all these aspects."

FROM DISCUSSION TO ACTIONS

Forums such as WIL have been instrumental in leading the sweeping changes across the Middle East. For instance, the UAE has registered significant milestones in women empowerment. It has been ranked number one in the world for respecting women, according to a report by the World Economic Forum's Global Agenda Council. The UAE is also ranked first among Arab countries for enabling women in leadership and in parliament, according to the Women Studies Centre at the Arab Women Establishment in Paris.

The biggest change, points out Le Ray, is that the discussion is no longer confined to women. "Men are now active participants at the sessions. This is a massive step because if we keep talking to only each other, it is not going to help bring in any concrete change as there are very few women in senior leadership positions."

Gender diversity is now an issue being discussed at every level – right from the board to political levels. Quotas are being created and initiatives are being floated for women. Recently His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, stipulated that a woman should be on the board of every federal government agency.

Apart from government bodies, multinational companies (MNCs) have been the first one to jump onto the female empowerment and inclusion bandwagon. Since they are already multicultural and diverse, they understand that diversity is the key to innovation and to all aspects of business. More local companies are now following suit because they see the benefits

The XX Factor

A recent study published in the *Harvard Business Review* found that the single most important factor in making a team more successful was the presence of additional women. They ranked special qualities that women bring to the discussion table like listening, sharing criticism constructively, having an open mind, being democratic and showing collective intelligence.

According to a 2014 *Forbes* magazine study:

- ☞ Women build better teams;
- ☞ Are more liked and respected as managers;
- ☞ Tend to combine intuitive and logical thinking more seamlessly;
- ☞ Are more aware of the implications of their own and others' actions;
- ☞ Think more accurately about the resources needed to accomplish a given outcome.

the MNCs are reaping. They realise they cannot retain talent if they do not go the same direction.

“We started having very fruitful conversations with organisations who were very interested in diversity and with male CEOs who wanted to promote diversity within their organisations. Five years ago, female participation in organisations was just a CSR, but now it has grown and become vital and is an agenda of every CEO. It forms a part of their business strategy. They have to diversify in order to be able to respond to a consumer market that is diverse,” says Le Ray.

Forty per cent of the WIL attendees last year were male. However, Naseba wants to take this to 50 per cent. According to Le Ray, having a 50-50 audience would be ideal – it would get the forum out of the feminist/ activist bracket and into the change-maker sphere. “The purpose of this event is to promote the economic development and betterment of women. It is not to say that women are better. We just want to promote that businesses, organisations and society can benefit from diversity.”

PROLIFIC GUEST LIST

Since its inception WIL has received support from very strong and inspirational women. Held under the patronage of HRH Princess Haya Bint Al Hussein, Wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, WIL has been headlined by First Lady Datin Seri Rosmah Mansor, wife of the Prime Minister of Malaysia; Cherie Blair, founder of the Cherie Blair Foundation for Women and wife of former British Prime Minister Tony Blair; Dr. Kiran Bedi, India's first and highest ranking woman in the Indian Police Service; Sharifah Aminah Al Khared, Women's Advisory Panel, Islamic Development Bank; Dr. Suaad F Alharthi, Academic Consultant, Ministry of Higher Education, Saudi Arabia; Eduardo Martinez, Chief of Section, UNESCO; Sarita Gupta, Vice President, Women's World Bank and Kim Al-Sahhaf, Head of Education sector in the Saudi Arabia General Investment Authority (SAGIA) amongst others.

“Over the years, we have built a network of powerful women leaders who have lent their support and aura to the event. Our core business already puts in touch with a lot of influential leaders in the region and we used this to our advantage and brought them together on the WIL platform,” says Le Ray.

“This forum is an excellent platform to raise awareness amongst seasoned business leaders



The 7th edition of the Women In Leadership Economic Forum will be held from November 2-3 2015 at Etihad Towers in Abu Dhabi.

Diversity and inclusion, role of women in shaping the technologies of the future, female entrepreneurship, championing gender diversity and best practices from prominent leaders in the public and private sectors will be some of the key highlights of this year's event.

The event will also witness the Global WIL Achievement Awards Ceremony, which honours leading businesswomen, entrepreneurs, male champions of change and leading organisations for recognising the development of professional women in leadership.

about BDI, what our programmes are and how, through our work, we contribute to elevating governance standards in the region. And given our Women on Boards initiative, there is a strong fit with the forum's vision to promote economic empowerment of women, as well as diversity and inclusion at the corporate level. In a nutshell, it was only natural for BDI to once again extend its support to the WIL Economic Forum,” says Mutlaq Al Morished, Executive Vice President – Corporate Finance, SABIC, and Chairman GCC Board Directors Institute, Saudi Arabia.

GOING FROM STRENGTH TO STRENGTH

In 2009, 200 participants attended the inaugural WIL session. This year, Naseba is expecting nearly 600 attendees, including prolific speakers from around the globe. “Our speakers are picked through years of research, word of mouth, as well as recommendations from other speakers. We try to bring on board the younger generation to discuss their perspectives on innovation and entrepreneurship,” says Le Ray.

“The UAE is a very interesting place, and in fact the ideal place to host such a discussion. It understands very naturally what diversity is all about. It is a very young country so it has a massive part to play in the cultural and societal shift. Diversity is championed here more strongly than in any of the older countries. Diversity issues are already on the radar of the leadership and they have understood that they have to use the entire pool of talent to develop and grow. This is the smart thing to do and the leadership is pragmatic about it. I firmly believe that the gender gap will be bridged here faster than in any place in the world.” ↑

40%
OF THE WIL
ATTENDEES
LAST YEAR
WERE MALE.



HOW DO WOMEN
MANAGE THEIR
RESPONSIBILITIES
TOWARDS THEIR
FAMILIES AND
CAREERS IN A
BALANCED WAY?
CAN IT BE DONE?
THE ANSWER IS
YES, BUT ONLY
WITH THE STRONG
SUPPORT OF
FAMILY, FRIENDS
AND MENTORS

➤ Ask any woman in your life about the different roles she has to occupy on a daily basis and you will receive the same answer every time: many. A woman, regardless of nationality or culture, often finds herself fulfilling a number of roles that include being a devoted daughter, wife and mother to her family and children – a demanding full time job on top of her full time job as a working professional.

We see many of these successful women around us daily and can't help but wonder – how do they do it? This is indeed a valid question: how do you manage your responsibilities towards your family in addition to leading a successful career? Can you truly balance it all?

As a working daughter, wife and mother myself, I can tell you first-hand that it is not easy.

Below: It takes a conscious effort to remain connected and engaged with all my roles in life.



It takes a conscious effort to remain connected and engaged with all my roles in life. My efforts are continually reinforced by a support system of family and friends who wish me to succeed. My mother, in particular, has always been my North star with her firm belief that I can do it all. I have seen her commit to her responsibilities in life so effortlessly that I didn't fully comprehend the challenges women face, and continue to face to this very day. It makes one wonder, what happens to the dreams and aspirations of women that go unnoticed around the world?

My mother opened my eyes to the challenges before me as a woman when I had the opportunity to join Roche Pharmaceuticals in Jordan and later kick off my career again at Roche in the United Arab Emirates. Only then did it hit me like an epiphany, I succeed because of the support I have received over the years from a great mother, father, sister, brother and husband who collectively taught me that it is not a matter of feminism, but rather, a partnership. Since my husband has come into my life, he shows me daily that it takes the support of both genders to see each other succeed. His career is just as demanding as mine, yet he always finds a way to be there for me when I need him. His devotion and positive encouragement to pursue my ambitions fuel my motivation to excel.

I would have to single out my journey with my mother as the one with the most impact on my life, both personally and professionally. Her unfortunate diagnosis of cancer, which was the reason for her death, fuelled my mission to get men and women tested to take charge of their health.

This support system was coupled by a few, but great, mentors whom had a tremendous impact on my career. My mentors were the ones who encouraged me to move to Roche and take on a challenging and more senior position at a young age. Another mentor encouraged me to follow my passion, learn and transition from the pharmaceuticals division at Roche to the Diagnostics and not be afraid to be a leader. It is through my position as Communications Manager at Roche Diagnostics Middle East that I am able to pursue my mission in life and raise awareness on important health topics in the region.

My career with Roche is taking me to wonderful places and is allowing me to realise many of my ambitions – and more. This company has shown me that it is not a matter of age or gender, but rather, a matter of how dedicated you are and how courageous you are in pursuing your dream.



Left: My efforts are continually reinforced by a support system of family and friends who wish me to succeed.

I take pride in our dedication to gender diversity, the aspirational goals we set for women in leadership roles, our dedication to diverse slates of candidates for senior positions and developing mentoring and training programmes. At Roche, we believe that leveraging diversity is a cornerstone to unlocking the potential of people and showcasing our strengths as a leading company around the world. Each person has unique strengths and capabilities that companies need to embrace and provide the tools necessary to nourish them. Roche, a global company with a workforce of over 88,000 across 150 countries, has a 50-50 ratio of men to women and is currently focusing on a corporate goal of increasing the proportion of women in key leadership positions from 13% to 20% in five years.

Since Roche Diagnostics Middle East's establishment in the region in 2012, Moritz Hartmann, our General Manager, has adopted the global Roche belief in inclusion and gender diversity. He has worked tirelessly to ensure this paradigm shift is instilled in our company in the Middle East since its inception. I find his empowerment and positive leadership truly inspiring and challenge myself to do the same for my team. Over three years, Roche Diagnostics Middle East has seen a 100% growth in the number of women in managerial positions and a 50% growth with females in leadership positions.

Our internal efforts were reinforced externally as well by participating in the Women

in Leadership Economic Forum for the past three years. We believe the Forum is an excellent platform to showcase our commitment to all kinds of diversity and empowering women in the workplace. It is this commitment from our senior leadership that saw our General Manager selected by the Women in Leadership Economic Forum as the first Champion of Change in the region.

Women are nurturers by nature and have traditionally occupied the role of the caregiver. It is no surprise to see women take on more leadership challenges over the years and nurturing teams and organisations. Any leader trying to instil this change in their teams and companies would tell you it is frustrating and there is much work to be done. This hard work, however, is valuable and important to pursue. The business world needs more leaders to take charge of this paradigm shift with the mentality of inclusion to see women advance and reach their full potential.

I know this because I have it at Roche. 



MAYSOUN RAMADAN is the Communications Manager for Roche Diagnostics Middle East. As head of the Communication Department she and her team oversee the strategic external communications in 16 countries and internal communications to over 400 employees across the region. As a working daughter, wife and mother she is fully aware of the challenges that await working women.



A BEAUTIFUL HISTORY

Makeup has been around almost since the dawn of humanity. Here's how it evolved.



Flawless skin, blushing cheeks, dewy lips and dramatic eyes: reports show that makeup not only enhances physical appearance but also changes people's perception about the wearer. If worn regularly, cosmetics make people trust and like us more! Several studies also support the theory that people who wear makeup are thought of as more confident, healthier and with more prestigious jobs and earning potential compared to non-wearers.

The infatuation with makeup isn't new. From the women – and men – of ancient Egypt to the geishas of Japan, makeup has been used since time immemorial. Face painting is mentioned in the Old Testament and eye shadow was used in Egyptian burials dating back to 10,000 BCE. Makeup has always been an integral part of human life and no civilisation has gone untouched by its glamour.

EGYPT

Ancient Egypt not only gave us paper, hieroglyphics and larger than life monuments: it is also the birthplace of makeup.

As early as 10,000 BCE, Egyptian men and women used scented oils and ointments to clean and soften their skin and mask body odour. They used dyes and paints to colour their skin, body and hair, rouge their lips and cheeks. Nails were stained with henna while eyes and eyebrows were heavy with kohl.

But the Egyptians didn't use makeup only for beautification. They believed that makeup could ward off evil and disease. Kohl was thought to reduce sun glare, improve eyesight and reduce eye infections. Oils and creams were used for protection against the hot Egyptian sun and dry winds.

Although the Egyptians only used the best natural products to derive their makeup, some of the ingredients were outright bizarre and even poisonous. To stain their lips and cheeks they squeezed out a purple-red colour from iodine and bromine. While the colour effect was pleasing, the combination of ingredients was deadly and was nicknamed 'this kiss of death'. Sometimes carmine beetles and ant's eggs were ground to make a brilliant red lip colour and fish scales were used to give shimmer to the lipstick. Makeup was an intrinsic part of this civilisation, used by one and all irrespective of age and gender. In fact no Egyptian would step outdoors without makeup.

Similarly fragrances were essential to the Egyptians. Although perfumery began as a secret >



Kohl was thought to reduce sun glare, improve eyesight and reduce eye infections.

> art and was reserved only for gods, goddesses, priests and pharaohs, it soon spread to all rungs of society. It was the Egyptian belief that to smell beautifully was a sign of holiness and only pleasant-smelling persons would be received by the gods when they died.

GREECE & ROME

After the Greeks invaded Egypt, precious oils, perfumes, cosmetic powders, eye shadows, skin glosses, paints, beauty unguents and hair dyes came into universal use. In fact, export and sale of these items formed an important part of the Greek trade around the Mediterranean.

While history will forever remember that Egypt was first the civilisation that used cosmetic products as important part of their lives, it was the Roman empire who embraced it and managed to build around it an impressive array of fashion, religion and even laws.

Since Roman women had no special form of dress to signify their social status, they relied solely on makeup to convey their social

standing. The richer they were, the more makeup they wore. They had products for skin, eyes, nail and even the teeth. In 254-184 BC, Roman philosopher Plautus wrote, "A woman without paint is like food without salt".

Rome's military might helped fan the passion for makeup: it enabled noble Roman women to acquire exotic and expensive cosmetics from Germany, France and even faraway China. So much was being spent on cosmetics and perfumes that the famous "LexOppia" law was introduced in order to limit their use and control the maximum wealth of the women and their appearance in public.

Of course, no matter what fashion product was used by royalty and aristocracy, cheap knock-offs soon appeared and were used by majority of Roman women.

Early humans decorate themselves with natural pigments found in plants and fruits.





Just like the Egyptians, the Romans used some dangerous ingredients. Upper-crust Romans used white lead to lighten their faces and then topped it off with some red lead for that “healthy” rose glow. Lead was also a major ingredient in hair dye. Some scholars have postulated that lead-lined viaducts, cooking pots and wine vessels – and the resultant poisoning – helped bring about the fall of the empire.

THE FAR EAST

Asia was also a hotbed for cosmetic use. In 3,000 BCE the Chinese started dyeing their finger nails with gum arabic, gelatin, beeswax, and egg. The colours were used according to social class with royalty using gold or silver, later switching to red and black. The lower classes were not allowed to use bright colours. Around 1,500 years later, both the Chinese and Japanese used rice powder to make their faces white. In India, henna was used as hair dye.

Perfumes were much coveted in the Far East too. The Chinese upper classes made lavish use of fragrance during the T’ang dynasties that began in the 7th century AD and continued until the end of the Ming dynasty in the 17th century. Their bodies, baths, clothing, homes and temples were all richly scented, as was ink, paper, cosmetics and sachets tucked into their garments. From the ribs of their fans to huge statues of Buddha,



all were carved from fragrant sandalwood and camphor wood.

ENGLAND

It is perhaps in England that makeup had its most tumultuous journey. During the reign of Charles II (1630-1685) heavy makeup was in vogue as women used it to cover pallor due to illness and epidemics. Once again, lead paint, that contained arsenic for good measure, made an appearance and was responsible for the famous white face of Queen Elizabeth I. During her reign it was also high fashion to have dyed red hair. However, in 1770 the British Parliament passed a law condemning lipstick, stating that women found guilty of tricking men into matrimony by cosmetic means could be tried for witchcraft!

At the end of the 18th century, makeup began to resurface. Although heavy makeup was still frowned upon, natural colours and tones were acceptable.

The real evolution in the history of makeup began during the 1900s when it became

L-R: Around 1,500 years later, both the Chinese and Japanese used rice powder to make their faces white. Lead paint, that contained arsenic for good measure, made an appearance and was responsible for the famous white face of Queen Elizabeth I.

DID YOU KNOW...

Across the ages and civilisations, pale skin has been seen as a sign of wealth and beauty. The reasoning behind this was that wealthy people could remain indoors, while the poor had to toil outdoors. Women would paint their faces with chalk, mercury, lead and even arsenic to achieve a white complexion.

fashionable in America and Europe due to the influence of ballet, theatre and Hollywood. Women had begun making their own form of mascara by adding hot beads of wax to the tips of their eyelashes, while petroleum jelly was also used. The popularity of silent films promoted the use of lipstick, as women in those films wore black lipstick. It was also around this time that the first push-up tubes of lipstick were invented.

By 1909, Selfridges opened in London's Oxford Street with a cosmetics counter. In the 1920s, Coco Chanel invented the Flapper style, which embraced dark eyes, red lipstick, red nail polish and the suntan.

Aided by the movie industry, putting on a happy face during World War II gave lipstick and face powder respectability. It became the patriotic duty of female citizens to "put their face on".

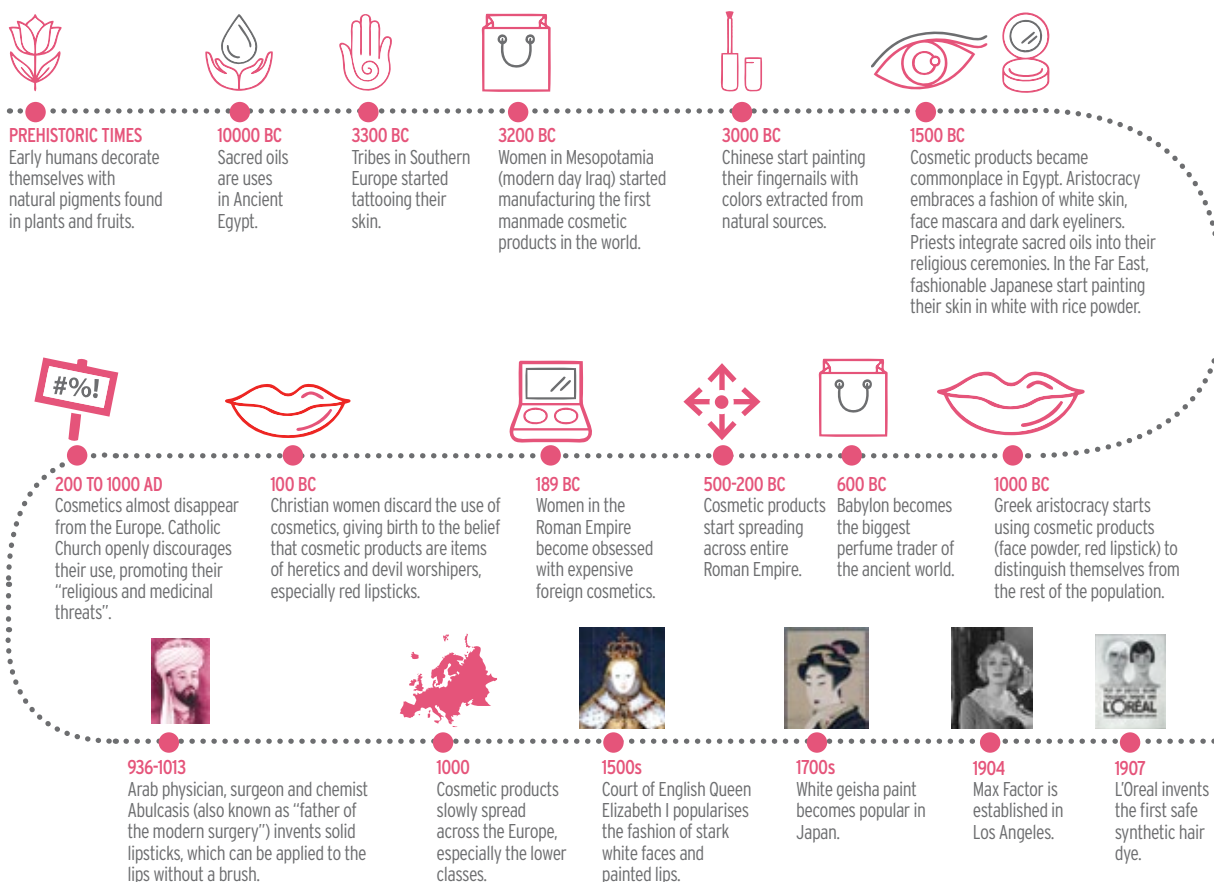
Since then makeup has been unstoppable with new trends and styles coming out almost



Left: By 1909, Selfridges opened in London's Oxford Street with a cosmetics counter.

each day. Since the early twentieth century, the production of cosmetics has been controlled by a handful of multi-national corporations. By 2017 the global cosmetics industry is expected to be worth around \$265 billion, with the United States being the world's biggest market at \$54.8 billion. This number is expected to skyrocket as more countries become affluent. ♪

A TIMELINE OF COSMETICS



THE CENTRE STAGE OF ALL ARTS



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