

EMIRATI TALENT

Your Interactive
Newsletter



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Secretary General Foreword

H.E. Ghannam Al Mazrouei

On the Occasion of the Union:

Emiratisation Achievements in Private Sector Exceed Expectations

In conjunction with the UAE celebrations of the fifty-second anniversary, the Emirati Talent Competitiveness Council (ETCC) reviewed the accomplishments of 2023. The Emiratisation approach in the private sector has witnessed significant developments during the current year, thanks to the visionary leadership and substantial government support through the "Nafis" program.

This progress is evident not only in the notable increase in the number of Emiratis joining the private sector but also in the strategic initiatives launched by the ETCC to support the goals and policies of the program. These initiatives include the Nafis Award, the Nafis Leadership Program, the Nafis Youth Council, the Nafis Your Way campaign, and others that contribute to enriching the community culture and raising awareness of the vital contribution of Emiratis in driving sustainable economic development through the private sector.

Thanks to the wise leadership and tireless supervision of His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, Chairman of the Presidential Court, and



Chairman of the Emirati Talent Competitiveness Council (ETCC), the UAE has experienced a significant qualitative leap in the Emiratisation process, surpassing the targets for the year 2023.

Since the beginning of the year, more than 40,000 Emiratis have joined the private sector. Currently, there is a notable increase in the number of Emirati employees in the private and banking sectors, exceeding 92,000 Emiratis, with approximately 61,000 joining since the launch of Nafis in September 2021. The number of companies employing Emiratis has reached about 19,000, and the total beneficiaries of the monthly financial support programs have surpassed 62,000 Emiratis.

On this occasion, we extend our highest blessings and sincere congratulations to our wise leadership. We are armed with the spirit of union and loyalty, renewing our pledge to harness all efforts and resources to develop the capabilities of Emirati human resources and enable them to contribute efficiently in serving our beloved country.

ETCC Signs Three MoUs with Strategic Partners during GITEX 2023



October 2023

The Emirati Talent Competitiveness Council (ETCC) signed three Memoranda of Understanding (MoUs) with Etisalat by e&, the UAE Cyber Security Council, and Presight Company during GITEX 2023. The agreements aim to enhance collaboration with partners from various governmental, semi-governmental, and private entities to empower Emirati talents and strengthen their presence in the private sector.

ETCC Strengthens Partnerships with Key Aviation Operators

In alignment with the directives of the Emirati Talent Competitiveness Council to enhance partnerships with the UAE's specialized economic sectors, including the aviation sector, the ETCC recently concluded several memoranda of understanding (MoUs) with prominent national airline operators such as Etihad Airways, Emirates Airlines, and Air Arabia. This step aims to pave the way for Emirati talents to access specialized training opportunities within the aviation operators and their affiliated sectors.



December 2023

ETCC Participates in ADGM Academy Anniversary Celebrations



December 2023

H.E. Ghannam Al Mazrouei, Secretary General of ETCC, took part in the fifth-anniversary celebrations of the Abu Dhabi Global Market (ADGM) Academy during Abu Dhabi Finance Week. H.E. participated in graduating 500 professionals for 2023 as part of the Academy's national development program. The ceremony also included the ADGM Academy honoring the 'Nafis' program as its strategic vision partner, with H.E. the Secretary General participating in an interactive dialogue panel held during the event.

Signing Two MoUs in the Investment Sector with Mubadala and Ithmaar

In its ongoing commitment to strengthen collaboration with strategic partners across governmental, semi-governmental, and private sectors in the investment sector, the Emirati Talent Competitiveness Council (ETCC) has entered into two significant memoranda of understanding.

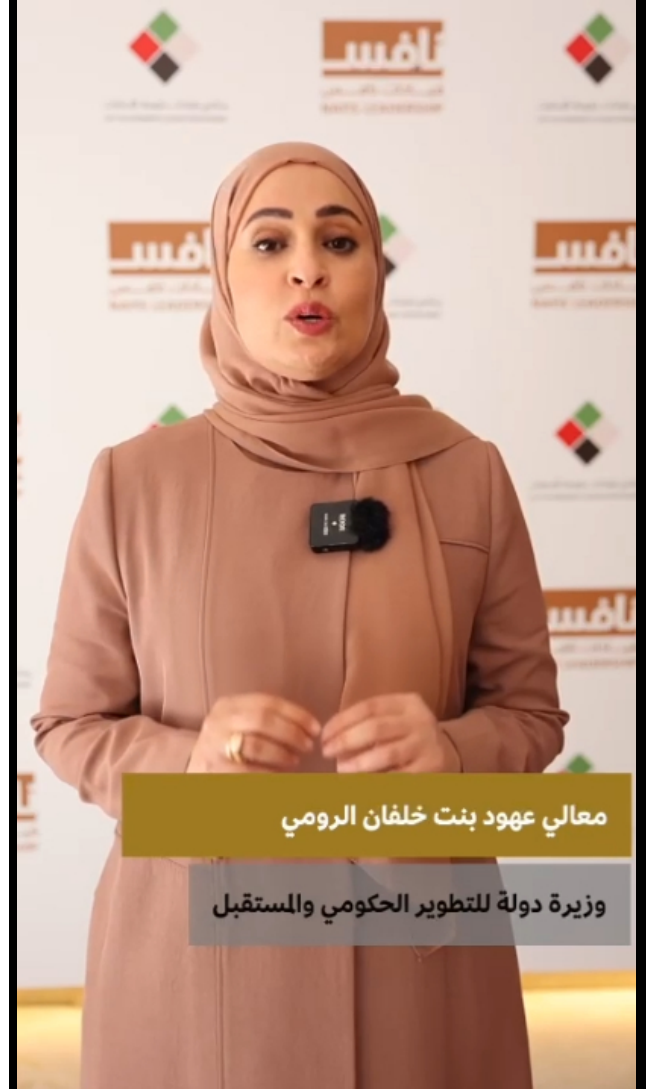
The first agreement, inked with Mubadala Investment, is designed to encourage Emiratis to leverage training opportunities provided by Mubadala through the Nafis program. In a parallel initiative, during the Tawdheef x ZAHAB Career Fair, the ETCC and Ithmaar Holding signed a memorandum of understanding with the goal of enhancing Emiratis' engagement and participation in the private sector.



December 2023

In cooperation with the UAE Government Leadership Program

ETCC Launches the First Cohort of the "Nafis Leadership Program"



November 2023

In collaboration with the UAE Government Leadership Program, the Emirati Talent Competitiveness Council (ETCC) has launched the inaugural cohort of the 'Nafis Leadership Program', a key strategic initiative aimed at preparing and enhancing the leadership skills of Emirati talents employed in the private and banking sectors.

H.E. Ghannam Al Mazrouei, Secretary General of ETCC, announced the program's launch in the presence of H.E. Ohood bint Khalfan Al Roumi, Minister of State for Government Development and the Future, along with officials from the Ministry of Cabinet Affairs.

The program comprises more than 170 training hours, incorporating innovative methods such as direct learning from leading global experts and practical

training sessions to devise solutions for contemporary organizational challenges. Participants will engage in interactive activities, meetings with leaders, and knowledge tours to observe the best practices applied in the UAE. Additionally, they will work on developing and presenting graduation projects at the program's conclusion.

The first cohort of the Nafis Leadership Program includes 24 male and female Emiratis holding positions as section heads, managers, and professionals in the private, banking, and insurance sectors. ETCC will collaborate with private sector partners, dedicating efforts to enhance their performance and competence, thus contributing to the preparation of a new generation of distinguished national leaders in these vital sectors.

ETCC Holds a Media Crisis Simulation Training Workshop

December 2023



The Emirati Talent Competitiveness Council (ETCC) organized a media crisis simulation training workshop as part of the approved government communication strategy. The workshop implemented crisis management policies and assessed potential media risks in accordance with the ETCC's crisis management guidelines.

The session involved interactive training on media crisis scenarios, emphasizing the utilization of various communication tools to counteract rumors in line with the highest international standards in this field.

ETCC Organizes a Media Training Workshop for the Nafis Leadership Program Participants



In the same context, the Emirati Talent Competitiveness Council organized a media training workshop for participants of the Nafis Leadership Program. The aim was to equip them with the necessary knowledge and skills to effectively communicate with journalists and media channels.

This workshop is part of a comprehensive practical training package offered by the Nafis Leadership Program. Its goal is to cultivate a new generation of leaders and young national talents capable of guiding the private sector and enhancing their impactful contribution across various vital sectors in the UAE.

Nafis is a federal governmental program encompassing several initiatives and programs, and aims towards raising the competitiveness of Emiratis cadres, and building partnerships with the private sector, to create 24,000 jobs annually and support more than 170,000 beneficiaries over the coming five years.

The Banking sector covers all entities governed by the UAE Central Bank including banks, insurance companies, exchange and financial houses.

The program is based on collaboration between the federal government and the private sector entities to build a strong and sustainable national economy.

The Nafis program encompasses 10 initiatives within 3 strategic directions

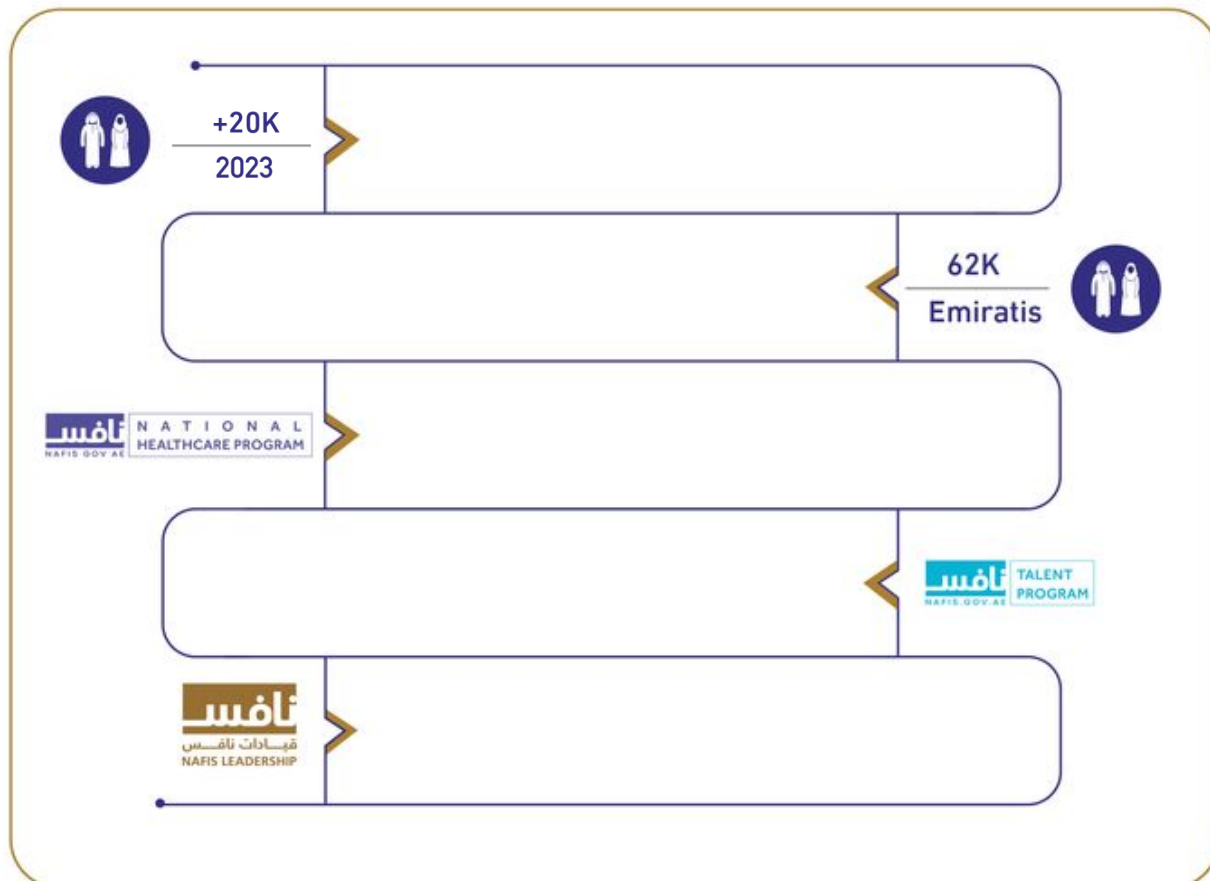
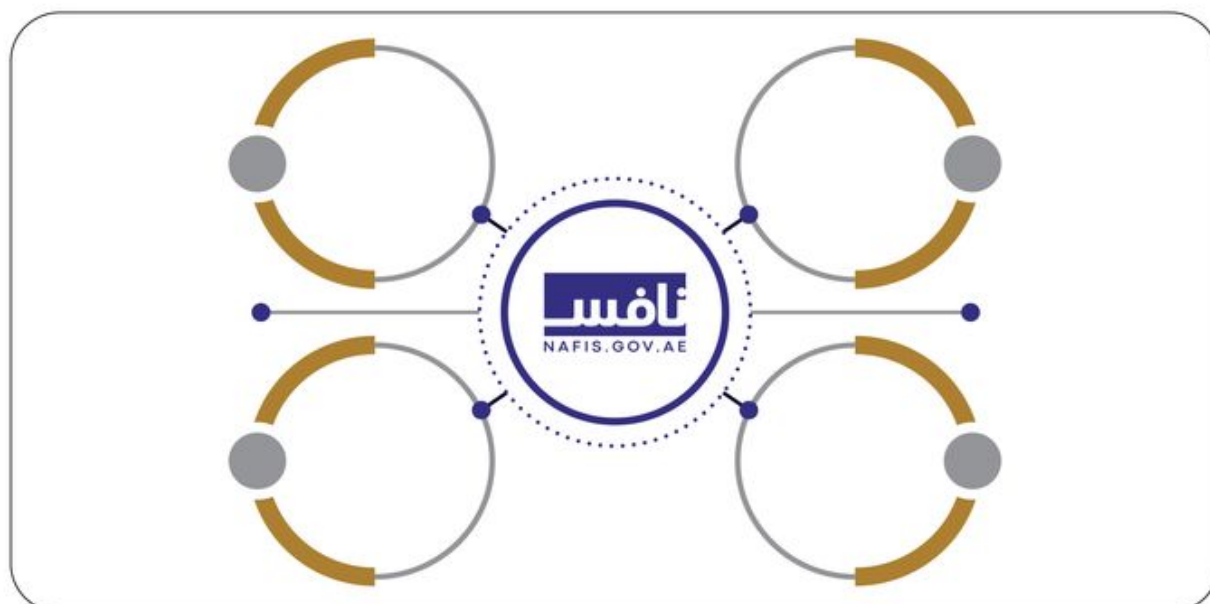


An unemployment financial benefit (temporary) for those who lose their private sector jobs due to circumstances beyond their control.

1. A financial support (exceptional social support) is paid to Emiratis who lost their jobs in the private and banking sectors due to circumstances beyond their control and have no source of income.
2. The maximum benefit period for the unemployment program is 12 months (within 5 years), and benefit period does not exceed 6 consecutive months.

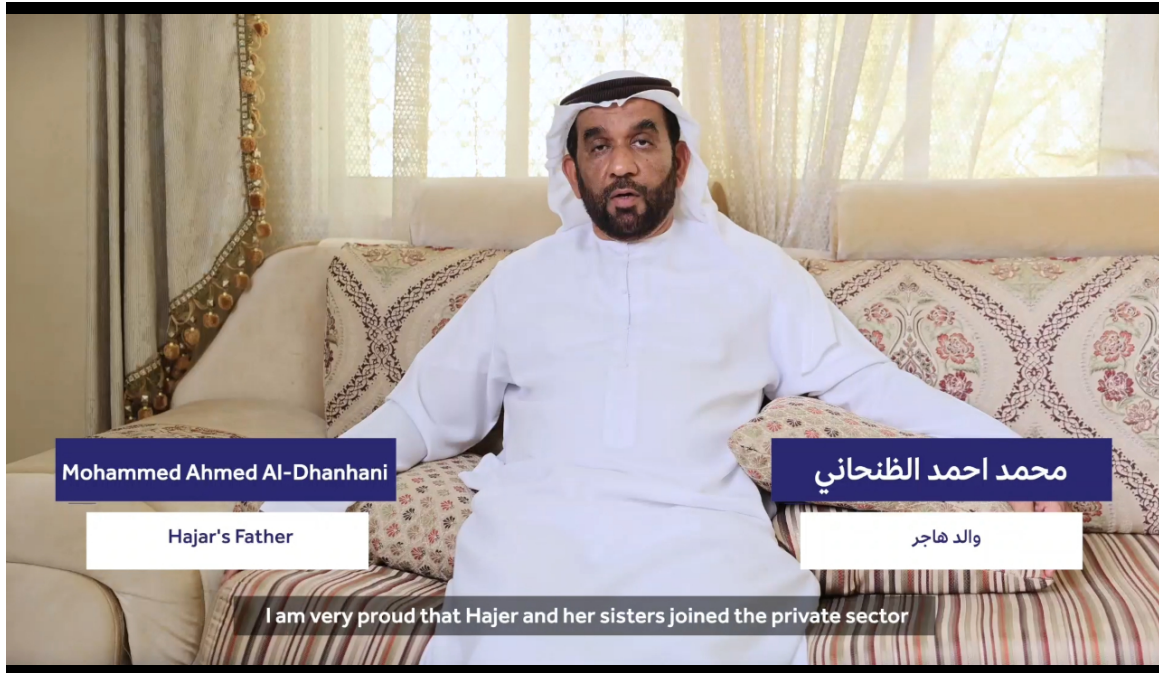


Nafis Statistics



NAFIS YOUR WAY

Impressive success stories from Emirati families encouraging their relatives to work in the private sector



Mohammed Ahmed Al-Dhanhani

Hajar's Father

محمد احمد الظنحاني

والد هاجر

I am very proud that Hajar and her sisters joined the private sector

Mohammed Ahmed Al-Dhanhani Hajar's Father



Sharifah Al Hosani

Anoud Khalifa's Mother

شريفه الحوسني

والدة عنود خليفة

Hello, my name is Sharifah Ismail Al Hosani, Anoud Khalifa's mother

Sharifah Al Hosani Anoud Khalifa's Mother

"Nafis Your Way Campaign" It is an innovative media campaign that showcases the remarkable success stories of Emiratis working in the private sector, each in their respective specialization and in accordance with their unique way. The campaign's objective is to share 1001 success stories over the course of five years, highlighting these successful and honorable role models within the private sector's work ecosystem.



Anfal AlAli Operational Risk Manager – Al Futtaim Group



Salah Mubarak Mohamed Quality Control Side Lead – Robt Stone

NAFIS YOUR WAY

Brilliant Success Stories for UAE Nationals Working in the
Private Sector



Eman Alketbi

Sales consultant

Seddiqi holding

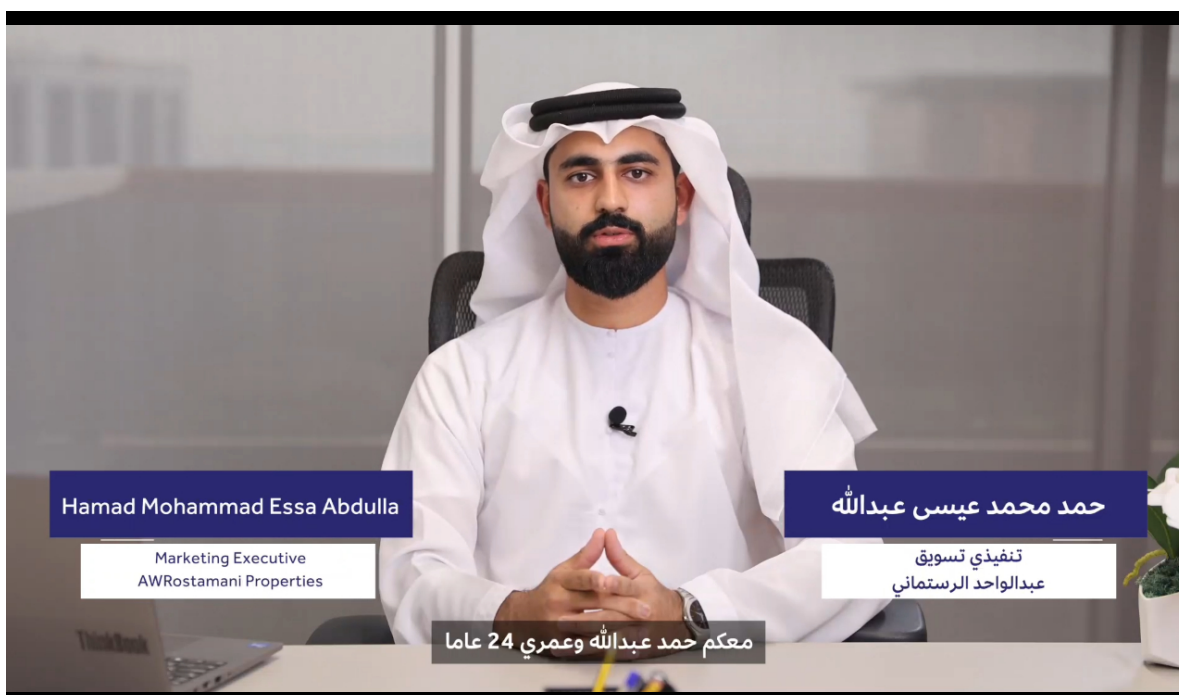
إيمان الكتبي

مستشار مبيعات

صديقي القابضة

أعمل في صديقي القابضة كمستشار مبيعات في شوبارد بوتيك في جاليريا مول

Eman Alketbi Sales Consultant – Seddiqi Holding



Hamad Mohammad Essa Abdulla

Marketing Executive
AWRostamani Properties

حمد محمد عيسى عبدالله

تنفيذي تسويق
عبدالواحد الرستمانى

معكم حمد عبدالله وعمري 24 عاما

Hamad Mohammad Essa Marketing Executive – AWRostamani Properties

The first phase of the “Nafis Your Way” campaign was launched in August 2022, showcasing the success stories of 101 individual Emiratis working in the private sector. The campaign’s second phase was launched in March 2023 with the goal of doubling that number by featuring 200 success stories of individuals, companies, and society over the course of a year.



Myasar Ahmed Ayoub Chef – Saadiyat Beach Club



Ahlam Al Marzooqi Group Emiratization Manager – Gladari Brothers

Owning an Extended Giving March for Government and Private Sectors

Al Awar, A Special and Inspiring Role Model

In this issue of the 'Emirati Talent' newsletter, we draw inspiration from a remarkable role model and a shining example of prominent Emirati leadership, His Excellency Dr. Abdulrahman Abdulmannan Al Awar, the Minister of Human Resources and Emiratisation, and a board member of the Emirati Talent Competitiveness Council.

Dr. Abdulrahman Al Awar earned his Ph.D. in Geology and Geochemistry from the Colorado School of Mines (CSM), USA. With over 26 years of experience in senior executive roles across public and private sectors, he has contributed to various industries, including oil and gas, banking, education, and labor market regulation.

Currently serving as the UAE Minister of Human Resources and Emiratisation, H.E. Dr. Abdulrahman Abdulmannan Al Awar is also the Chancellor and Chairman of the Board of Trustees at HCT. Furthermore, he serves as a Board Member of the Emirati Talent Competitiveness Council (ETCC), Education and Human Resources Council, Emirates Competitiveness Council, and Federal Demographic Council.

During our exclusive interview with him, His Excellency spoke transparently about Emiratisation in the private sector, its reality and its future.

The following are the details:

Have the Emiratisation objectives for the private sector in 2023 been achieved?

Thanks to the guidance of the wise leadership and the careful supervision of His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, Chairman of the Presidential Court, and Chairman of the Emirati Talent Competitiveness Council, the attained results surpassed the targeted objectives, marking a historical and unprecedented achievement. This success underscores the efficacy of the Emiratisation decisions and policies issued by the Cabinet of Ministers.

At the ministry and Nafis, we have been dedicated to optimal implementation of these decisions, leveraging the private sector's awareness of the importance of compliance. Recognizing the sector as a strategic partner in the Emiratisation process aligns with the UAE government's priorities.



We are confident that 2024 will witness even greater accomplishments, particularly as we strive to meet the Emiratisation goals for companies with 50 employees or more. They are required to achieve an annual growth rate of 2% in their total skilled jobs. Additionally, we are committed to implementing the Cabinet of Ministers' decisions to expand the scope to targeted private companies with 20 to 49 employees, numbering over 12 thousand in specific economic activities experiencing rapid growth and capable of providing jobs and a suitable working environment.

This decision aims to increase the number of Emiratis in targeted companies within 14 main economic activities. Specifically, information and communications, financial and insurance activities, real estate activities, professional, scientific, and technical activities, administrative and support services activities, education, activities in the fields of human health and social work, arts and entertainment, mining and quarrying,



manufacturing industries, construction, wholesale and retail trade, transportation and storage, accommodation, and hospitality services activities.

The goal is to hire at least one Emirati in 2024 and another in 2025 in these companies. It is anticipated that this decision will create 12 thousand job opportunities annually for Emiratis in 2024 and 2025.

2023 was designated as the Year of Sustainability in the UAE. How do you assess the impact of the 'Nafis' program and the Emiratisation strategy in private companies on advancing the economic sustainability and social security of Emiratis?

Emiratisation in the private sector stands as a strategic priority, aiming to empower Emirati men and women to enhance their participation and effectiveness across all economic sectors, ensuring the sustainability of these jobs.

As one of the strategic development programs and key government enablers embraced by the leadership as part of the UAE's 'Projects of the 50', the 'Nafis' program consistently forges strategic partnerships with the government and private sectors in recruitment, training, professional qualification, and competency improvement.

The program plays a crucial role in overcoming obstacles to the sustainable empowerment of Emiratis in private companies, strengthening their capabilities to bolster

the national economy and contribute to the sustainable development process. Additionally, it enhances the comprehensive economic and social sustainability of Emiratis.

The Nafis program, launched two years ago as one of the most important government empowerment initiatives, and the private sector's annual Emiratisation targets, have significantly influenced the recruitment drive in the private sector during 2022 and 2023. In your opinion, is this sufficient to meet the aspirations of leadership and job seekers in the private sector? What are your plans to sustain the current increase in employment rates?

Our wise leadership has taught us that there is no ceiling to ambition. The historical achievements in the Emiratisation process within the private sector provide the motivation to continue, aligning with the visions of wise leadership embodied in Emiratisation policies and decisions. These are currently being applied with precision and responsibility through a strategic partnership with the private sector.

Emiratisation will undoubtedly remain one of the national priorities of the UAE government, subject to continuous development based on the latest updates. We consistently emphasize the importance of this initiative and its significant role in the path of sustainable development. We place our trust in the sons and daughters of the UAE, believing in their ability to demonstrate merit, job excellence, and lead economic sectors in the future.

The government's decisions and policies related to Emiratisation have proven effective. The monitoring role serves as a supporting element in this integrated ecosystem, aiming to realize the hopes, expectations, and ambitions of our people.

The UAE government is known by flexibility, adaptability to developments, and high efficiency. We keep a constant focus on this national initiative to continuously achieve the best.

Some companies attempt to circumvent Emiratisation targets. How do you plan to address this issue?

The Ministry of Human Resources and Emiratisation employs advanced control mechanisms, both digitally and on the ground. From mid-2022 to the present, 995 companies have been identified for attempting to circumvent Emiratisation targets through simulated Emiratisation practices, involving 1,660 Emiratis. The Ministry has implemented legal, administrative, and financial disciplines against these companies.



In contrast, over 19 thousand companies have adhered to Emiratisation decisions and policies, indicating that such practices are not widespread in the labor market. The vast majority of private sector companies demonstrate strong adherence to Emiratisation policies.

The Ministry of Human Resources and Emiratisation will persist in applying this effective ecosystem to reduce negative practices. Additionally, we will continue to extend privileges to member companies of the Emiratisation Partners Club—those committed to Emiratisation. These privileges include discounts of up to 80% on the Ministry's service fees, priority in government procurement through collaboration with the Ministry of Finance, and the benefits offered by the 'Nafis' program for both companies and individuals.

During the first cycle of the Nafis Award in 2023, you honored winners from individuals and companies in the presence of His Highness, the UAE President. Can you shed light on the directives for the second cycle in 2024?

The second cycle of the Nafis Award is an extension of the first, held in March 2023, graced by the presence of His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of the UAE, along with His Highness

Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai, as well as His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, Chairman of the Presidential Court, Chairman of the Emirati Talent Competitiveness Council, and other senior leaders.

The Award enjoys significant support and continuous encouragement from the leadership with the objective of enhancing the UAE's Human Development ecosystem and preparing productive and sustainable Emirati human capital in the private and banking sectors.

The categories for the 2024 Award include both individuals and companies in the private sector, along with companies regulated by the Central Bank. There are 11 categories for individuals and the companies' category covering 13 economic sectors.

The evaluation processes for companies will be conducted in January and February 2024, with the final results approved in March 2024. This will lead to the announcement of the winners' names during the honoring ceremony next April.

As the Chancellor and Chairman of the Board of Trustees at HCT and a member of the Education and Human Resources Council, how do you evaluate the

compatibility between the outputs of education and labor market forecasts in the UAE concerning future specialties and competencies?

Academic institutions in the UAE are renowned for their reliability and leadership, attracting thousands of students not only from the UAE but also from various countries worldwide. This underscores the prestigious ranking of the educational sector in the UAE, capable of keeping pace with changes in the labor market due to its pioneering infrastructure and the leadership's unwavering dedication and attention to this vital sector.

At the Higher Colleges of Technology, the largest higher education institution in the UAE in terms of size and geographical spread, we have embraced a new strategy by transitioning to applied and professional programs aligned with the needs of the UAE's economy across all sectors. There has been a radical change in the educational model, emphasizing partnerships with the UAE business sector to lead applied and professional programs at HCT. We are confident that this strategic shift will bring about a qualitative leap in the partnership model and its alignment with labor market requirements.

The UAE's educational sector, like other sectors, operates in a highly competitive environment regionally and internationally. The wise leadership devotes immense attention and care to the educational sector, recognizing its role in building human capital and national talents, considered by our leadership as the most valuable investments.

The current reality of skills and specializations observed within Emirati job seekers affirms the educational sector's ability to keep pace with the required specializations and needs, especially in light of adopting knowledge and innovation-based sustainable economies.

Abdulrahman Al Awar to the "Emirati Talent": "In 2024, we anticipate further achievements in Emiratisation within the private sector, thanks to the unwavering support of our wise leadership."

What message would Your Excellency like to convey to our sons and daughters who are about to join the labor market?

We would like to convey to them that they are the

**Abdulrahman Al Awar to the "Emirati Talent":
"In 2024, we anticipate further achievements in Emiratisation within the private sector, thanks to the unwavering support of our wise leadership."**

future of this generous homeland, and we rely on them to advance the development of the UAE in all fields. The private sector holds the key to skills development, competency, and achieving new qualitative leaps in our national economy and modern labor market, which has witnessed a clear boom in recent years. Our call to them to join this vital sector stems from our firm belief in its capabilities, potential, and pivotal role in charting a more prosperous and successful future for our beloved country.

The UAE places its trust in the assistance of its sons and daughters to enhance its global standing among countries in various fields. Humans have always been the focal point of investment in the vision of our wise leadership, which has spared no effort in providing the best to enhance the quality of life and achieve a bright future for all its citizens.



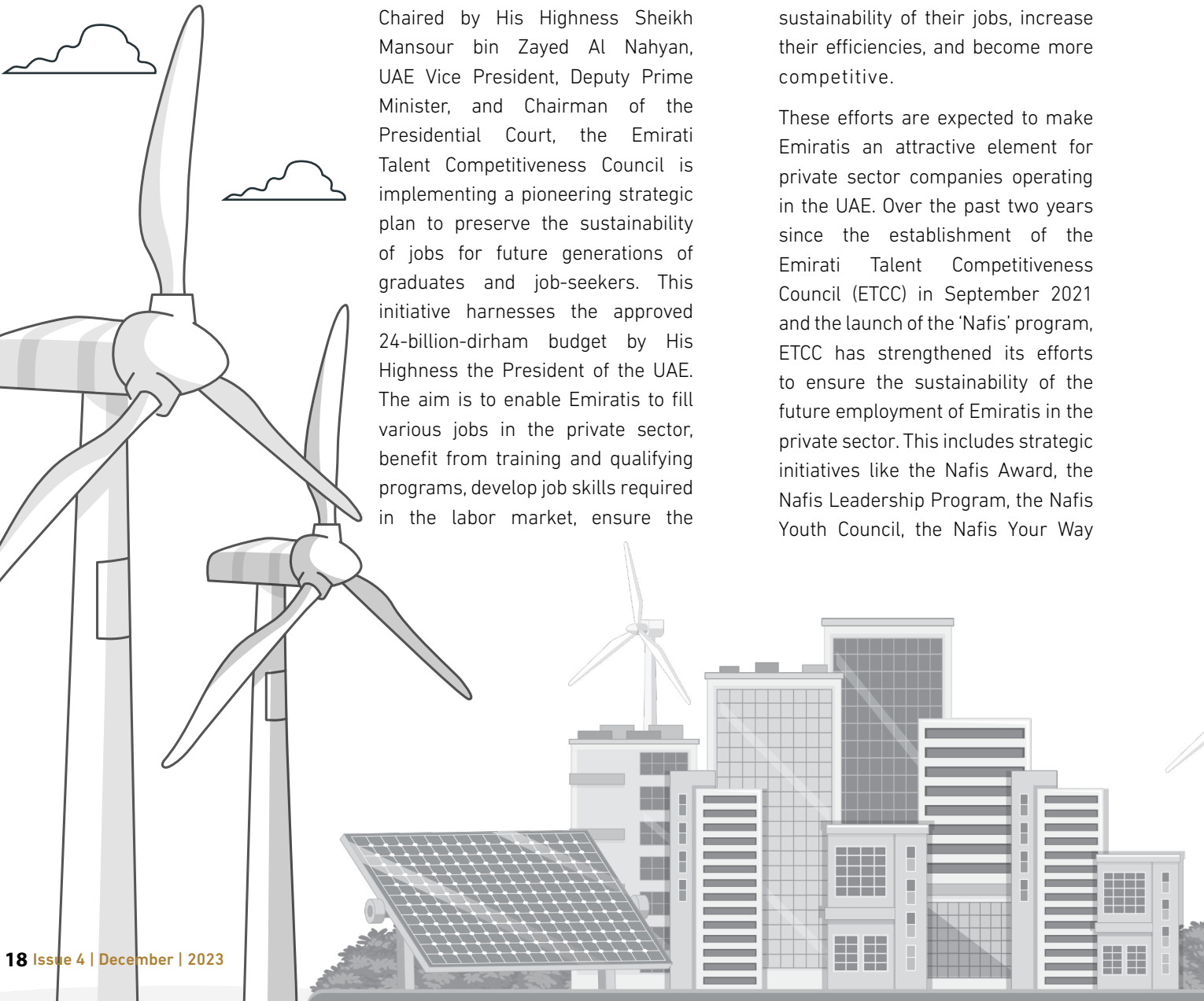
Towards a More Sustainable Future for Emiratis in the Private Sector

In parallel with the UAE hosting the 28th cycle of the Conference of the Parties to the United Nations Framework Convention on Climate Change, 'COP-28,' where world leaders discussed their commitments to building a more sustainable future, the Emirati Talent Competitiveness Council (ETCC) highly appreciates the UAE's efforts and ambitious plans to ensure a successful and sustainable career future for Emiratis. Hosting this event reflects the UAE's leadership in programs and activities focused on climate and sustainable development.

Chaired by His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, and Chairman of the Presidential Court, the Emirati Talent Competitiveness Council is implementing a pioneering strategic plan to preserve the sustainability of jobs for future generations of graduates and job-seekers. This initiative harnesses the approved 24-billion-dirham budget by His Highness the President of the UAE. The aim is to enable Emiratis to fill various jobs in the private sector, benefit from training and qualifying programs, develop job skills required in the labor market, ensure the

sustainability of their jobs, increase their efficiencies, and become more competitive.

These efforts are expected to make Emiratis an attractive element for private sector companies operating in the UAE. Over the past two years since the establishment of the Emirati Talent Competitiveness Council (ETCC) in September 2021 and the launch of the 'Nafis' program, ETCC has strengthened its efforts to ensure the sustainability of the future employment of Emiratis in the private sector. This includes strategic initiatives like the Nafis Award, the Nafis Leadership Program, the Nafis Youth Council, the Nafis Your Way





campaign, and other efforts to enrich societal culture and raise awareness of the importance and vitality of Emiratis contributing sustainably to the economic development through the private sector.

The Emirati Talent Competitiveness Council (ETCC) looks forward to the future labor market landscape and aims to empower 170 thousand Emiratis to benefit from the 'Nafis' program by 2026. This program is one of the strategic development programs and one of the main governmental enablers approved by the leadership as part of the UAE's 'Projects of the 50.'

In addition to ensuring job opportunities for Emiratis, the ETCC regularly builds strategic partnerships with various partners in the government and private sectors, especially in the fields of employment, training, and professional qualification. The focus is on raising competencies, improving the quality of life in private and professional life, and providing exclusive offers to Emirati employees working in the private and banking sectors.

These objectives align with the sustainable development goals set by the United Nations in the Global Agenda 2030, especially the goal of promoting sustainable economic growth and the provision of decent work for all. Through the 'Nafis' program, the ETCC contributes to strengthening the UAE's private sector ecosystem, overcoming obstacles to encourage Emiratis to take advantage of promising professional opportunities within private sector companies. This also enhances their influential presence in promoting the national economy and

contributes to the development of the private sector as a bridge towards a more sustainable future for Emiratis.

Ghannam Al Mazrouei Participates in a Youth Circle within COP28

The Emirati Talent Competitiveness Council (ETCC) actively participated in the activities of the 28th Conference of the Parties (COP28) through a youth panel discussion on leading change in the private sector with flexibility and innovation for a sustainable future. This event was organized in collaboration with the Federal Youth Foundation and members of the Al-Futtaim Group.

H.E. Ghannam Al Mazrouei, ETCC's Secretary General, joined the youth circle and engaged in a constructive dialogue with Emirati youth. The discussion focused on the opportunities available in the private sector, emphasizing the need for flexibility and responsiveness to the evolving requirements of the labor market, especially in light of significant changes in supply and demand. The objective is to ensure the sustainability of Emiratis' employment in the private sector.



تهانينا لأعضاء مجلس نافس للشباب لاختيارهم ضمن قائمة فوربس 30 تحت ال 30
Congratulations to members of the Nafis Youth Council for earning
well-deserved spots on the Forbes 30 Under 30 list