

# EMIRATI TALENT

Your Interactive  
Newsletter



Learn about the main file:  
**Nafis Leadership Program**

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## Secretary General Foreword

# H.E. Ghannam Al Mazrouei

## Two Years of Achievements with Unwavering Support from our Wise Leadership

A few days ago, we celebrated the second anniversary of the establishment of the Emirati Talent Competitiveness Council and the launch of a Nafis program. This year's celebrations coincide with the remarkable achievements we have scored during the last period. These accomplishments would not have been possible without the unwavering support of our wise leadership, to whom we extend our deepest gratitude and thanks.

The tremendous support and close follow-up from 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, as well as His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs, and Vice Chairman of the Emirati Talent Competitiveness Council, along with their Excellencies, members of the Board of Directors, have borne fruit in the form of successes and achievements that have exceeded all expectations.



Moreover, their contributions have had a significant impact on fostering cooperation with our strategic partners from government and semi-government entities and the private sector. The ETCC and the "Nafis" program have made a positive impact on enhancing the capabilities and competencies of thousands of our Emirati talents, transforming their career aspirations into a tangible reality and a remarkable success story in the private sector. We view the private sector as a key and strategic partner in propelling the development wheel and enhancing the capabilities of UAE human resources, enabling them to contribute to the advancement of the national economy and its successes.

I want to express my sincere wishes that we continue to celebrate more successes and achievements year after year.

Under the Patronage of Mansour bin Zayed

## Nominations for the Second Cycle of the "Nafis" Award for Companies and Individuals in the Private and Banking Sector Are Now Open



Apply Now



شارك الآن

<https://nafisaward.etcc.gov.ae/>

September 2023

Under the generous patronage and guidance 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 ETCC has proudly announced the launch of the second cycle of the "Nafis Award", 2023-2024 under the slogan "Compete and Excel."

Nominations for the award are now open to both individuals and companies in the private and banking sectors. The submission deadline is the first of January 2024, in preparation for the organizing committee's announcement of the final results at the award ceremony in March 2024.

The ETCC has explained that the coverage of the second cycle of the "Nafis Award" has been expanded to include individuals and companies registered with the Central Bank of the UAE. This expansion enhances the award's role in encouraging all private sector, banking, financial institutions, and insurance companies to participate in supporting the Emiratisation initiative.

The award's primary objective is to provide all Emiratis working in the private and banking sectors with an opportunity to participate and celebrate their efforts and professional excellence.

It is worth mentioning that the award consists of two main categories: Companies and individuals. The award has been developed in collaboration with the Sheikh Khalifa Government Excellence Program to ensure alignment with award categories, criteria, and evaluation mechanisms with government trends and international best practices and standards. The Ministry of Human Resources and Emiratisation and the Central Bank will oversee the category of the companies under their jurisdiction.

The award aims to complement the role of the private sector in developing the national economy over the next fifty years, in line with the government's vision for the Emiratisation initiative. It seeks to honor distinguished companies and individuals and recognize their outstanding achievements.



## Best Government Spokesperson and Best Communication Practices ETCC Wins the Sharjah Government Communication Award

September 2023

With outstanding performance and remarkable participation, the Emirati Talent Competition Council (ETCC) emerged as the winner in the 10th Sharjah Government Communication Award for 2023.

The ETCC competed in two main categories of the award. In the “Best Government Spokesperson” category (Arabic Awards), His Excellency the Secretary-General secured the first place.

In the (International Awards) category, the ETCC was shortlisted in “Best Communication Practices for Dealing with Development Challenges” category, as the “Nafis Your Way” campaign was selected among the top three finalists.

Upon winning the Best Government Spokesperson award at the Sharjah Government Communication Award and the recognition of the “Nafis Your Way” campaign as one of the top three in the Best Communication Practices for Dealing with Developmental Challenges category, H.E. Ghannam Al Mazrouei, ETCC Secretary General, extends his heartfelt congratulations and deep gratitude to His Highness Sheikh Mansour bin Zayed Al Nahyan and the members of the Board of Directors.

Al Mazrouei emphasized that the Emirati Talent Competitiveness Council recognizes the significance of media and corporate communication in raising public awareness about government directives and the tremendous support provided by the leadership in the Emiratisation efforts. He noted that the ETCC

adheres to the approved communication strategy and publishing policy, aiming to utilize all available means to convey the ETCC's and the Nafis program's vision, mission, and values to the target audience, including Emiratis and partners in the government and private sectors.

It's worth mentioning that the Sharjah Government Communication Award was launched in accordance with the vision and directives of His Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Member of the Supreme Council and Governor of Sharjah, in 2012. This initiative, a unique one in the region, annually recognizes excellence in various categories within the UAE and the Arab region, highlighting outstanding achievements in government communication, both locally and internationally.



Upskilling Nafis Youth Council Members

## ETCC Conducts a Hands-on Workshop on Public Communication Skills



The Emirati Talent Competitiveness Council (ETCC) organized a practical workshop aimed at enhancing the communication skills of the Nafis Youth Council members and helping them manage dialogues and public gatherings more effectively. Dr. Mohammed Abdul Dhafer, a professor of Media and Artificial Intelligence and an advisor to the cabinet ministers, delivered the workshop.

September 2023

The ETCC expressed its keenness to training Nafis Youth Council members and providing them with the highest level of mass communication skills. This training equips them to influence their target audience and effectively handle public dialogues, all in alignment with the ETCC's strategy and Nafis Youth Council objectives.

The Nafis Youth Council's primary objective is to establish direct communication with young Emiratis, attract them to opportunities in the private sector, and interact with them by showcasing successful and distinguished young Emiratis within the private sector. These efforts aim to present inspiring role models to the community, reshaping communication concepts, and altering perceptions of working in the private sector.

During the workshop, the lecturer covered essential principles of successful communication with an audience and delivering public speeches. Additionally, he emphasized skills related to influence and persuasion in speechwriting for the intended audience.

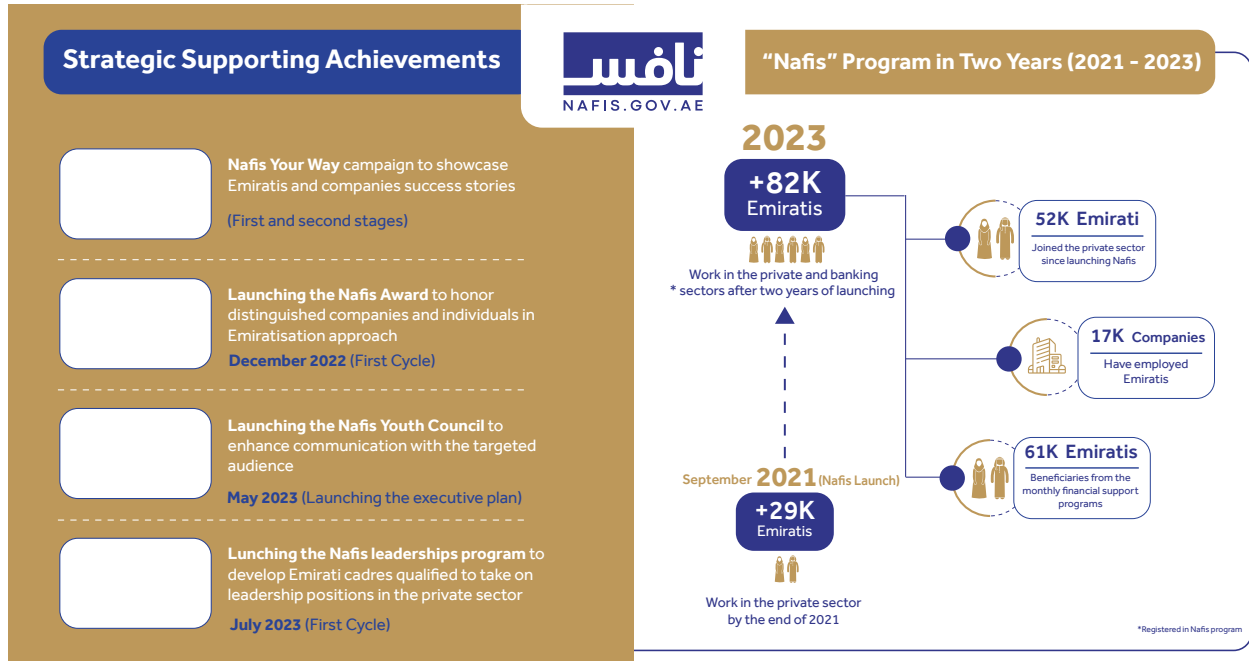
Participants also received training on overcoming audience challenges, effectively delivering quality content, utilizing body language to impact the audience, and understanding the target audience before public meetings or open dialogues.

The workshop highlighted the fundamental skills necessary for successful leaders when engaging with the public and included practical examples to help trainees understand persuasion and communication with the public. The participants learned about their crucial role as a source of information about the ETCC and their direct link between it and the media.

In conclusion, members of the Nafis Youth Council commended the workshop for its importance and the practical training they received. They particularly valued the guidance on handling cameras effectively, improving their public speaking skills, and mastering social media. This training equips them to represent government entities, spread the ETCC's media message, and communicate it more effectively to the broader community.

With the Support and Guidance of Mansour bin Zayed... Achievements and Statistics Exceed Expectations

## ETCC Celebrates the Second Anniversary of its Establishment and the Launch of the "Nafis" Program



### September 2023

The Emirati Talent Competitiveness Council (ETCC) celebrated the second anniversary of its establishment and the launch of the "Nafis" program. This year's celebration coincides with remarkable achievements that have occurred in the past period, the most significant being the substantial increase in the number of Emiratis employed in the private sector. This figure has surpassed 81,000 Emiratis, including approximately 52,000 who joined the sector since the launch of "Nafis." Moreover, more than 28,000 Emiratis have joined the private sector since the beginning of the current year, 2023. The number of companies that have employed Emiratis has now exceeded 17,000, and in August, the total beneficiaries of monthly financial support payments for Emiratis reached over 61,000.

In response to this occasion, H.E. Ghannam Al Mazrouei, ETCC Secretary General, commended the achievements of the past two years. He acknowledged that these accomplishments were only made possible with the unwavering support of our wise leadership, which has given special attention to Emiratisation and provided the necessary support to achieve the success and overcome any challenges.

H.E. also expressed his gratitude to all the ETCC's strategic partners from government, semi-governmental, and private entities, as well as the entire ETCC's family for their contributions to this success. H.E. emphasized that the achievements of the

Emirati Talent Competitiveness Council and the "Nafis" program go beyond mere numbers and statistics, extending to various strategic accomplishments that align with the council's objectives. These include ongoing adjustments to the "Nafis" program to increase flexibility and adapt to the evolving UAE labor market. The ETCC has also reviewed its policies, eligibility criteria, and coverage scope.

Additionally, the list of achievements features the annual "Nafis Award," designed to motivate and honor outstanding individuals and companies. The "Nafis Youth Council" initiative serves as a direct bridge for communication with the community and young Emiratis, while the "Nafis Leadership Program" supports qualified talents in assuming roles and leadership positions within the private sector.

H.E. Al Mazrouei emphasized the importance of the private sector as a vital and strategic partner in development. He highlighted the ETCC's intentions to strengthen cooperation with this crucial sector in the coming period to drive the wheels of progress and enhance the capabilities of human resources, thereby enabling them to contribute to the advancement of the national economy and its success.

H.E. called on Emiratis employed in the private sector and job seekers to visit the "Nafis" platform, register, apply, and nominate for the award, emphasizing that all necessary information is continually available for Emirati youth.

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

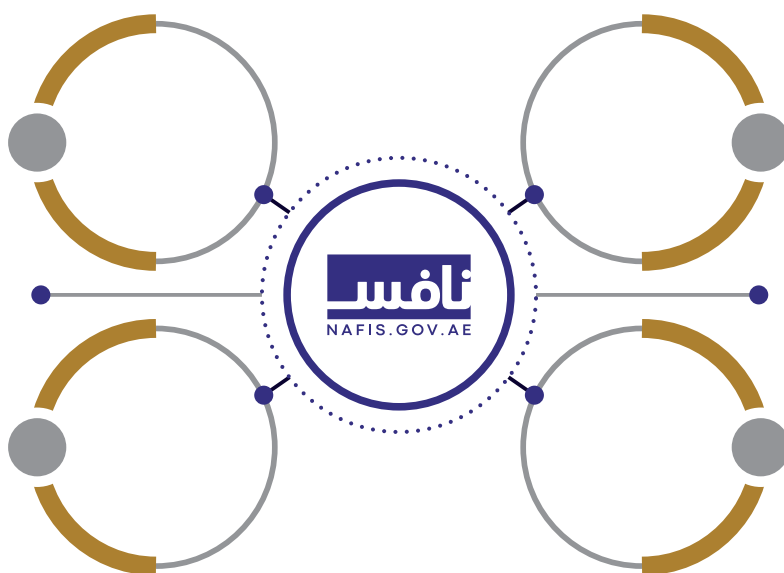


Emiratis work in the private sector are granted a social allowance of 600 dirhams, for a maximum of 4 children



Monthly gross salary ranget	The allowance amount for each child
Max AED 50kt	AED 600

# Nafis Statistics





# NAFIS YOUR WAY

Brilliant Success Stories for UAE Nationals Working in the  
Private Sector



Khalid Al Attar

Director of Guest Services  
Jumeirah Mina A'Salam

خالد العطار

مدير خدمات النزلاء  
جميرا ميناء السلام

السلام عليكم، اسمي خالد العطار

Khalid Al Attar Director of Guest Services – Jumeirah Mina A'Salam



Yousra Khettab

Officer Outsourcing/  
NAFIS representative - OMB

يسرا خطاب

ضابط الموارد الخارجية/  
ممثلة برنامج نافس - OMB

at Outsourcing Management Business Company (OMB);

Yousra Khettab Officer Outsourcing/NAFIS representative – OMB



**"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.



**Salem Bawazir** Learning & Development Graduate – bayut & dubizzle



**Dr. Afra Al Dhaheri** Clinical Veterinarian – NYUAD

# NAFIS YOUR WAY

Brilliant Success Stories for UAE Nationals Working in the  
Private Sector



**Ghanem Karam** Director of Workers Protection Program – Dubai Insurance Company

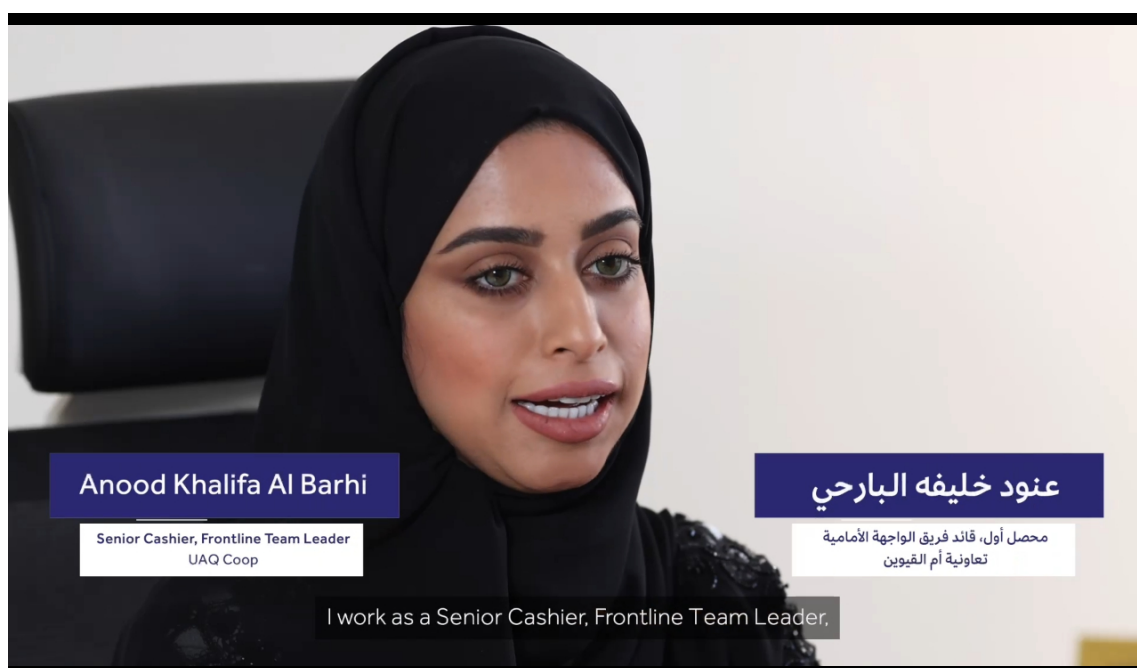


**Dr. Amal Al Mulla** Consultant Obstetrics, Gynecology and Reproductive Medicine – Mediclinic

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.



**Sarha Jaffer Al Saffar** First Compliance Officer – National General Insurance Company



**Annod Khalifa Al Barhi** Senior Cashier, Frontline Team Leader – UAQ Coop



Serving the Nation for 35 Years, and Still Giving Back.

## Al Gergawi, Inspiring Journey in all Sectors

“ Minister of Cabinet Affairs, Chairman of the Dubai Executive Office, Chairman of the World Government Summit, and Founding Chairman of the Young Arab Leaders.

“ Supervised various community initiatives, including the establishment of the Dubai Autism Center and the Emirates Federation for Sports for People of Determination.



In this issue of “Emirati Talent,” we meet a truly exceptional role model, an embodiment of honor and dedication to the UAE over the past three decades. His Excellency Mohammed Abdullah Al Gergawi, the Minister of Cabinet Affairs and Deputy Chairman of the Ministerial Council for Development, is a man of unique character and remarkable accomplishments.

Born in Dubai in 1963, Al Gergawi pursued his education abroad, earning a Bachelor’s Degree in Business Administration from the United States of America. He then returned to the UAE, embarking on a 35-year journey of service to his homeland. During this remarkable tenure, he held numerous key positions and oversaw major development initiatives and projects under the guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister, and Ruler of Dubai.

His Excellency currently holds several leadership positions, including serving as the Chairman of the Dubai Executive Office, Chairman of the World Summit for Governments, Deputy Chairman of the Board of Trustees and Managing Director for the Dubai Future Foundation, Chairman of the Museum of the Future, Secretary-General of the Dubai Council, Secretary-General of the Mohammed Bin Rashid Al Maktoum Initiatives World Foundation, and Chairman of the Executive Committee of the Emirati Talent Competitiveness Council. He has previously held positions such as the Executive Council of the Emirate of Dubai Secretary-General, Founding Chairman of the Young Arab Leaders, and Managing Director of Dubai Media Incorporated.

Throughout his career, His Excellency has spearheaded projects aimed at promoting excellence and quality in the UAE. Notable initiatives include the establishment of the Dubai Quality Award in 1994 to enhance performance and

quality in the private sector and the Dubai Government Performance Program in 1997 to improve government sector performance in Dubai. He also supervised the Dubai Shopping Festival, Surprises, and the launch of Dubai Summer in 1996 to boost tourism and the economy.

In 1999, he was entrusted with establishing Dubai Internet City, a proactive step toward making Dubai the hub of the new economy, followed by the creation of Dubai Media City and various other specialized cities in sectors like knowledge, health, and business.

As the Chairman of the Dubai Executive Office since 2000, His Excellency has led efforts to develop and implement strategic projects and developmental initiatives, including the Dubai Financial Center and the Mohammed bin Rashid Al Maktoum Global Initiatives Foundation, the Dubai Future Foundation, and the Mohammed bin Rashid School of Government Management, the Arab Strategic Forum, the Media forum, the Arab Press Award, and the Mohammed bin Rashid Center Leadership Development, and an initiative to transform Dubai into a smart city, among others.

On the economic front, His Highness Sheikh Mohammed bin Rashid Al Maktoum entrusted His Excellency Mohammed Al Gergawi with the establishment of several non-traditional projects aimed at revitalizing and diversifying Dubai’s business sector. These projects include the Dubai Investment and Development Authority, Dubai Medical City, Dubai Humanitarian Services City, the Mohammed bin Rashid Establishment for Small and Medium Enterprises, the Energy and Commodities Exchange, the Dubai Industrial City, and other projects.

By the directives of His Highness to transform Dubai into a global center for finance and business, his tireless efforts led to the establishment of the Dubai World

His Excellency was selected by His Highness Sheikh Mohammed bin Zayed Al Nahyan, UAE President, as the Federal Personality for 2017



Financial Center, which has become one of the world's premier financial hubs. Additionally, H.E. established Dubai Holding Company in 2004 with a loan of 200 million dollars from HSBC Bank; when he left the company in 2017 for full-time government work, the value of its assets reached 100 billion dirhams.

During his tenure at Dubai Holding, H.E. Mohammed Al Gergawi also launched TECOM Group, a company operating ten specialized business parks focused on vital sectors in strategic areas of Dubai, and was listed on the Dubai Financial Market with a value of about AED13.4 billion, Dubai Real Estate Group, Emirates Integrated Telecommunications Company (du), Emirates Corporation for Central Cooling Systems empower", the largest provider of district cooling services in the world, whose market value exceeded AED13 billion when listed on the Dubai Financial Market.

At the global and regional levels, His Excellency is a member of the Leadership Council of the World Economic Forum "Davos" and he co-chairs future-oriented councils with Professor Klaus Schwab.

In 2018, the United Nations selected him as a member of the "International High Commission for Digital Cooperation."

Moreover, he has chaired the "World Economic Forum on Growth," which was held in China in 2007, and

participated in the India Summit in 2005, as a co-chair of the Economic Council.

In addition to his distinguished professional career, His Excellency is the Chairman of the Board of Trustees of the Arab Government Excellence Award of the Arab League.

His community contributions include overseeing the establishment of the Dubai Autism Center and the Emirates Federation for Sports for People of Determination. Previously, he represented the national volleyball team in numerous tournaments.

Throughout his journey, His Excellency has received numerous awards, honors, and academic certificates for his achievements in various fields, including an Honorary Ph.D. Degree in Government Administration and Future Strategies from the Higher School of Business Administration in Paris, an honorary fellowship at the London Business School, the Order of Friendship of the Highest Degree from H.E. Shaukat Mirzayev, President of the Republic of Uzbekistan, the Medal of the Republic of Azerbaijan for Cooperation from the Presidency of the Republic of Azerbaijan, the American Business Award, the Federal Personality Award from His Highness Sheikh Mohammed bin Zayed Al Nahyan, "Head of State" in 2017, and the Moroccan Royal Medal from His Majesty King Mohammed VI of Morocco.

In summary, His Excellency Mohammed Abdullah Al Gergawi's remarkable journey is a testament to his unwavering commitment to his country and his role as a source of inspiration for the youth, encouraging them to follow his lead and continue shaping the future.

In cooperation between the Emirati Talent Competitiveness Council and  
the Ministry of Cabinet Affairs

## "Nafis Leadership" Program serves as the driving force for developing Emiratis' leadership skills in the private sector

“ The Program is one of the most significant strategic initiatives to support the "Nafis" program

Since His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President of the UAE, Deputy Prime Minister, and Chairman of the Presidential Court, along with His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs, attended the launch of the "Nafis Leadership" program for preparing leaders in the private sector at Qasr Al Watan, the program has spared no effort in nurturing an exceptional generation of leading Emiratis within the private sector. This generation is poised to lead and develop this vital economic sector, thus contributing to the enhancement of the United Arab Emirates' sustainable economic development plans.

The Emirati Talent Competitiveness Council has signed a cooperation agreement with the Ministry of Cabinet Affairs, aimed at developing outstanding national leadership talents within the private sector. This initiative is designed to prepare a new generation capable of elevating performance levels and contributing to the achievement of the UAE's future strategic goals, ultimately bolstering the national economy.

The signing of the agreement was attended by His Excellency the Minister of Cabinet Affairs, Mohammed bin Abdullah Al Gergawi, H.E. Ghannam Al Mazrouei, Secretary-General of the Emirati Talent Competitiveness Council, and His Excellency Abdulla Nasser Lootah, Assistant Minister of the Cabinet for Competitiveness and Knowledge Exchange, the Director-General of the Prime Minister Office.

Al Mazrouei explained that the necessary budget has been approved to cover the expenses of the "Nafis Leadership Program," including the training fees for affiliated programs. These programs are carefully selected after passing rigorous testing stages in coordination with the UAE Government's Leadership program.

The program was innovatively designed to incorporate workshops, interactive and virtual work, personal guidance, and field visits both domestically and internationally. Furthermore, it offers participants the opportunity to engage in dialogues with distinguished national and international leaders.

“ The ETCC allocates the budget for training Emirati cadres according to the highest standards

H.E. Abdullah Lootah emphasized the United Arab Emirates government's commitment to enhancing the involvement of Emirati talent in various economic sectors through a comprehensive approach. This approach aims to equip and empower Emiratis in vital sectors by developing their skills and capabilities. It also seeks to prepare a new generation of leaders capable of fostering the growth of the private sector







The Secretary-General of the Emirati Talent Competitiveness Council added that, following specific criteria, the ETCC has selected 30 to 35 Emiratis to participate in the first group of applicants who registered for the program. Over 300 candidates expressed their interest through the leadership platform, with the top 30 to 35 individuals chosen based on their qualifications and their successful completion of all virtual and field tests as approved by the program.

According to the schedule, the first workshop is scheduled for November, and the program is expected to run until the end of May 2024.

The memorandum aims to significantly enhance cooperation between the two parties and provide the latest training programs for young Emiratis, both within and outside the country. This will help enhance their participation and expand their experiences. The collaboration also seeks to raise awareness, introduce initiatives and programs, and support efforts to encourage Emiratis and companies to take advantage

of the opportunities it provides for Emirati talents in the private sector.

The Emirati Talent Competitiveness Council confirmed that its collaboration with the Office of the Prime Minister Office aligns with its strategic goal of boosting the competitive capabilities of Emirati human resources. This, in turn, will create excellent job opportunities for them in the private sector through the "Nafis Leadership" program and all other "Nafis" initiatives. These initiatives are designed to support Emirati talents, enhance their capabilities and job competencies, and increase the percentage of Emiratisation in the private sector.

The Emirati Talent Competitiveness Council expressed its commitment to forging strategic relationships and partnerships with leading entities in both the government and private sectors. These relationships will support the implementation of the "Nafis Leadership" program, assist in the evaluation and selection of program participants based on specific criteria, and oversee the management of the program.



[Click here to learn more about the Nafis Award](#)