

EMIRATI TALENT

Your Interactive
Newsletter



ETCC awards the winners of
NAFIS award on its second cycle

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Secretary General Foreword

H.E. Ghannam Al Mazrouei

Nafis Award: Enhancing Positivity and Creativity

Nafis Program: Historic Achievements

Enhancing Positivity and Creativity

The second cycle of Nafis Award witnessed widespread and positive engagement from various segments of society, underscoring the initiative's importance in fostering innovation and creativity. The Nafis Award stands out as one of the prominent honors recognizing outstanding contributions across multiple fields, spotlighting unique achievements of Emirati individuals in both the private sector and establishments within the country.

Through participant and viewer feedback, we observe the impact of the award at both individual and institutional levels. Public responses reflect appreciation for creativity and innovation, with many praising the excellent organization and the diversification in categories. The awards presented serve as a strong motivator to encourage more individuals to participate in future cycles, as evidenced by success stories shared on social media platforms. This participation has also enhanced positive competition among institutions and companies, leading to improved quality of services and products offered.

Parallel to the success of the second cycle of Nafis Award, the UAE community has witnessed a notable shift in perceptions towards working in the private sector. The award has not only been a platform for recognizing achievements but also a catalyst for changing the traditional view that the public sector is the preferred and safer choice. This is evident in recent trends and Emiratisation rates within the private sector.

Historic Achievements

The unwavering support and continuous oversight from His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, along with our wise leadership, have significantly impacted the Emiratisation initiative, marking it as a national and strategic priority. This has elevated our ambitions and fortified our resolve to achieve our Emiratisation targets. The recent



announcement by His Highness Sheikh Mohammed bin Rashid Al Maktoum that the number of Emiratis working in the private sector has surpassed 100,000 for the first time in the nation's history, is a testament to our progress on the right path.

This historic milestone serves as a badge of honor for everyone involved in the Emiratisation efforts. Since the launch of the "Nafis" program in September 2021, the number of Emiratis in the private sector has multiplied several times and continues to grow, showcasing the success of government policies and the diligent efforts of His Highness Sheikh Mansour bin Zayed Al Nahyan in bolstering Emirati participation in the private sector workforce. We now aim to create 100,000 new jobs for Emiratis over the next three years, and we are fully prepared to meet this objective.

The increased Emirati participation in the private sector has contributed to enhancing economic balance and reducing dependence on the public sector, which has had a positive impact on the national economy overall. The Nafis program has played a significant role in this transformation by highlighting success stories and available opportunities in the private sector. Many young people have realized that working in this sector can be a gateway to innovation and creativity, providing opportunities for professional growth and development that are equally important as those available in the public sector.

In conclusion, the second cycle of Nafis Award was not just a passing event but a significant milestone in the development and innovation journey in the UAE. The positive impact it has had on individuals and institutions reflects its success in achieving its noble objectives. We eagerly look forward to future cycles, confident that Nafis will continue to inspire more innovators and achieve further accomplishments. Nafis program and award are shaping a new future for work in the UAE, integrating efforts from both the private and public sectors to build a diverse and sustainable economy.

Number of Emiratis talents working in the private sector is more than

100K

for the first time in the country's history



Ajman HRD showcases Nafis initiatives and Kawader platform at the job fair and organizes interviews for 400 job seekers



The Ajman Department of Human Resources showcased the initiatives of the “Nafis” program, aiming to encourage job seekers to engage in the private sector, as part of its participation in the job fair held at City University in Ajman. The department also introduced the services of the “Kawader” platform for job seekers, which it oversees, explaining the registration process and how to apply for available vacancies.

Additionally, in collaboration with the MOHRE and ETCC “Nafis” program, the department organized an open day at the Umm Al-Mu'minin Association headquarters. During this event, immediate interviews were conducted for 400 job seekers for various positions. The open day saw a large turnout of Emiratis seeking employment in the private sector, with the participation of 10 private sector companies offering over 90 vacancies for graduates with high school and university degrees in various critical fields.

May 2024

MOIAT, ADDED & ADNOC launch the 3rd edition of Make It In The Emirate Forum



May 2024

The Ministry of Industry and Advanced Technology, in collaboration with the Abu Dhabi Department of Economic Development and ADNOC Group, organized the third edition of the “Make It In The Emirates” Forum under the theme “Investment, Innovation, Growth” at the Abu Dhabi Energy Centre.

H.E. Ghannam Al Mazrouei, Secretary General of ETCC, spoke during one of the panel sessions about the council’s three-year journey since its inception. He highlighted that the main goal of the Nafis program was to enhance the employment of Emiratis in the private sector, aiming to support 170,000 beneficiaries by 2026. He noted the success in attracting over 100,000 Emiratis to the private sector, more than tripling the initial figure over three years.

e& UAE attracts 460 Emiratis as part of its partnership with Nafis



May 2024

e& UAE organized a special event to celebrate its partnership with ETCC and to honour Emiratis who joined the company under the cooperation agreement with Nafis, which was signed by both parties in October 2022. Through this agreement, e& UAE committed to recruiting 500 Emiratis over five years and has successfully attracted over 460 to date in various fields, including retail, call centres, human resources, technology, and technical support.

His Excellency Ghannam Al Mazrouei, Secretary-General, ETCC said: "Today we celebrate honoring a distinguished group of Emiratis at e& UAE. We are proud of our partnership

through the agreement signed two years ago to employ 500 Emiratis over five years, achieving targets that exceeded expectations. These partnerships help us enable Emiratis to work in the private sector through financial support and enhance their efficiency through specialized training programs."

Masood Sharif Mahmoud, CEO of e& UAE, added: "e& UAE places great importance on its partnership with ETCC, recognizing its key role in enhancing the engagement and participation of Emiratis in the telecommunications and technology sectors, as well as its importance in developing Emirati talent".

It is worth noting that e& UAE has adopted a long-term strategic plan aimed at investing in the next generation of future leaders in the UAE.



Emirati Human Resources Development Council provides UAE Nationals with employment opportunities in the private sector



May 2024

The Dubai Emirati Human Resources Development Council, in collaboration with the Ministry of Human Resources and Emiratisation, ETCC "Nafis" program, the Dubai Community Development Authority, and the Dubai College of Tourism, organized an open employment day. The event, held at the Umm Suqeim Council in Dubai, featured participation from several private sector representatives, offering job opportunities to Emiratis in companies affiliated with Al Batha and Chalhoub Groups. Additionally, the council organized another open employment day as part of its initiatives in other areas of Dubai. The event was marked by the participation of various private sector companies representing different strategic sectors.

ETCC participates in Fatima College Career Fair - Partners Forum



May 2024

In the presence of Sheikh Dhiab bin Khalifa bin Shakhbout Al Nahyan, ETCC participated in Fatima College Career Fair - Partners Forum. Around 550 job opportunities were presented to Emiratis, and the council was honored for its role in supporting and empowering Emiratis in the private sector through "Nafis" program.

ETCC and Emirates Media Council launch “Media Apprenticeship” program



May 2024

ETCC and Emirates Media Council have launched the “Media Apprenticeship” program aimed at cultivating a new generation of qualified Emirati media experts capable of keeping pace with rapid changes in the global media industry. This initiative aims to contribute to the UAE’s vision of building a diverse and sustainable media economy, reflecting the country’s commitment to developing the media sector and enhancing the competitiveness of national talent.

The program targets Emirati graduates in media, final-year students specializing in media, and professionals seeking to enhance their skills in the media sector. His Excellency Sheikh Abdullah bin Mohamed Al Hamed, Chairman of the National Media Office (NMO) and Chairman of the UAE Media Council, emphasized the program’s importance in empowering youth and equipping them with necessary skills to advance the media sector. He highlighted that investing in young talents aligns with the visionary leadership’s goals.

He further stated, “Through this program, we aim to build a new generation of media leaders capable of producing meaningful and impactful media content that reflects Emirati values and culture and meets public expectations. This program represents a significant step towards creating a competitive Emirati media industry, placing our youth at the heart of the global media landscape. The UAE is rich in promising human resources, and we are keen to enrich national talents with experiences and refine their skills to meet the evolving challenges of the media scene.”

H.E. Ghannam Al Mazrouei emphasized that the initiative stems from the wise leadership’s vision and aims to develop young Emirati talents across vital sectors. He pointed out that the program provides training and employment opportunities in leading global media institutions and digital platforms, thereby bolstering the global presence of national media talents. He added that the “Media Apprenticeship” initiative extends from other initiatives launched by the council in partnership with sector organizers to develop and employ young Emirati talents across various vital sectors.

MOIAT, MOHRE, ETCC and ADNOC launch the second edition of “Industrialists” Job Fair for Industry and Advanced Technology in Abu Dhabi



April 2024

The Ministry of Industry and Advanced Technology (MOIAT), the Ministry of Human Resources and Emiratisation (MOHRE), ETCC, and ADNOC organized the second edition of the “Industrialists” Job Fair for Industry and Advanced Technology at the Abu Dhabi Energy Centre. The event was attended by H.E. Dr. Sultan bin Ahmed Al Jaber, Minister of Industry and Advanced Technology; H.E. Ghannam Al Mazrouei, Secretary General of ETCC; and H.E. Omar Al Suwaidi, Undersecretary of the Ministry of Industry and Advanced Technology. The fair aimed to empower Emirati talents in the private sector by providing employment and future training opportunities based on innovation, in line with the “300 billion Project” strategy and The National In-Country Value Program (ICV).

The event offered over 800 job opportunities for Emiratis across more than 80 industrial and

service companies, in addition to training opportunities linked to employment. The fair also provided around 150 jobs for Emiratis with special needs. H.E. Ghannam Al Mazrouei emphasized the success of the first edition of the fair in providing hundreds of job and training opportunities for young Emiratis, highlighting the continuous support from ETCC and “Nafis” program in developing necessary training programs for the industrial sector. He stressed the importance of such fairs in changing youth perceptions and providing immediate employment opportunities and training that leads to employment, reflecting the integration of national efforts to enhance Emiratisation in the private sector. The fair witnessed significant turnout from UAE Nationals and thousands of job interviews conducted with over 80 participating companies. It attracted more than 4,200 young Emiratis and facilitated over 10,000 immediate interviews.

NAFIS YOUR WAY

Bright success stories of the Nation's sons and daughters in the private sector.



Mohammed Tareq Al Awadhi

Senior Cyber Security Specialist

محمد طارق العوضي

كبير أخصائيين أمن سيبراني

a Senior Cyber Security Specialist at Orange Cyber Defense

Mohammed Tareq Al Awadhi Senior Cyber Security Specialist - Orange Cyber Defense



Hanan Alrubaiai

Manager, Technology Consulting

PwC Middle East

حنان الربيعي

مدير، خدمة الاستشارات التقنية والرقمية

بي دبليو سي الشرق الاوسط

My name is Hanan Al Rubaiai, Manager, Technology Consulting Service

Hanan Alrubaiai Manager, Technology Consulting, PwC ME

Inspiring stories of success; heroes overcame challenges and barriers through sheer determination and willpower. In our newsletter, we showcase these success stories of young Emiratis as part of the NAFIS Your Way campaign.



Fatema Ahmad Al-Bannai Management Trainee - NaMa Program



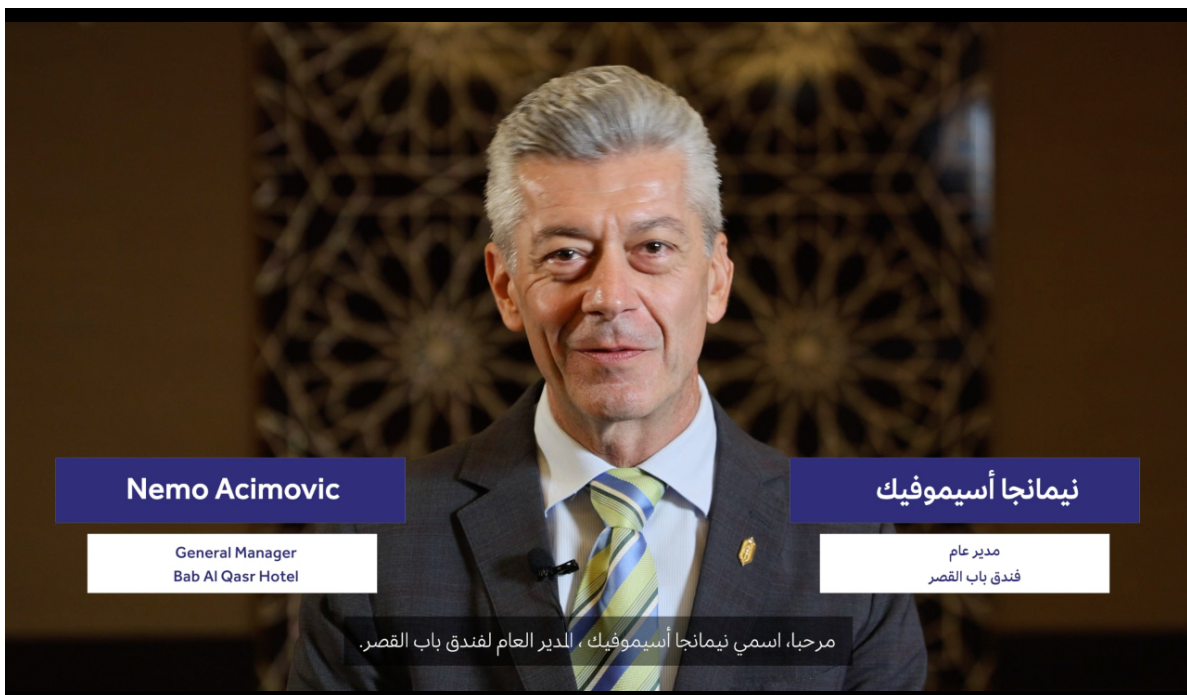
Ahmed Al Ameri Management Consultant - Business Analyst - Kearney

NAFIS YOUR WAY

Private sector officials talking about the Emirati talents in their companies and the success of this initiative.



Tariq Chauhan Group CEO EFS Facilities Services



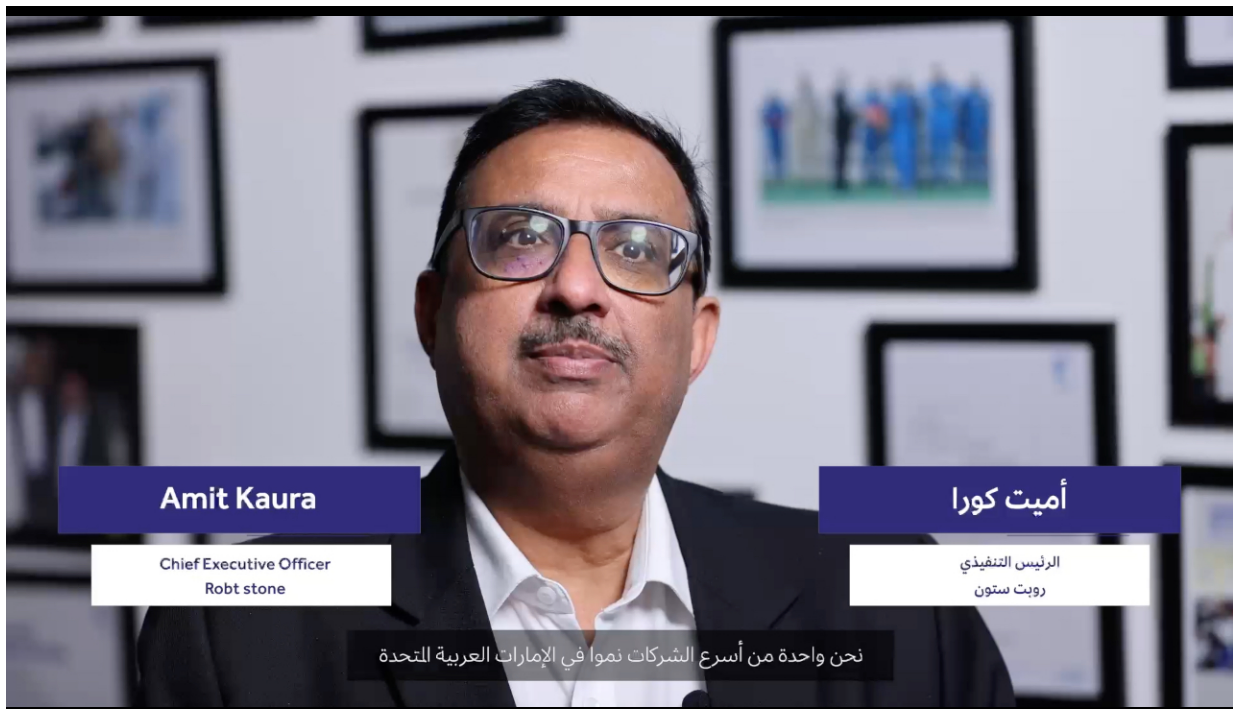
Nemo Acimovic General Manager - Bab Al Qasr Hotel

“Nafis Your Way Campaign” It is an innovative media campaign that showcases bright success stories for citizens working in the private sector, each in his specialization and according to

his way. The campaign aims to review 1001 success stories over the past five years to shed light on these successful and honorable models in the private work system.



Zainab Alsaffar Chief Human Resources Officer - Midiclinic ME



Amit Kaura Chief Executive Officer - Robt Stone

His Excellency Jassem Mohammed Buatabh Al Zaabi

Nafis: Empowerment, Prosperity, Sustainability



His Excellency Jassem Mohammed Buatabh Al Zaabi Chairman, DOF - Member of ETCC BOD

Amid the rapid developments in the United Arab Emirates, prominent leaders emerge who inspire youth to achieve their aspirations and direct their efforts toward building a brighter future. His Excellency Jassem Mohammed Bu Ataba Al Zaabi, whose career path and personal commitment embody the values the UAE seeks to enhance among the younger generation.

After completing a bachelor's degree in business administration, H.E. Al Zaabi obtained a master's degree in business administration from the London Business School (LBS), which enriched his profound understanding of financial and economic fundamentals and enabled him to assume senior leadership positions in both the public and private sectors.

Current Leadership Roles

His Excellency Jassem Mohammed Bu Ataba Al Zaabi is the Chairman of the Department of Finance – Abu Dhabi. In addition, he holds multiple leadership positions across various fields. He also serves as the Secretary General of the Supreme Council for Financial and Economic Affairs, a member of Abu Dhabi's Executive Council, and the Secretary General of the Artificial Intelligence and Advanced Technology Council. He also chairs the Boards of Abu Dhabi Pension Fund, Mordon Holdings PSC, and e& Group (Etisalat).

H.E. Al Zaabi further serves as the Vice Chairman of the Board of UAE Central Bank and ADQ and addition to being a member of the boards of the Abu Dhabi Investment Authority (ADIA), Abu Dhabi National Oil Company (ADNOC), First Abu Dhabi Bank (FAB),

Tawazun Council, and the Education and Human Resources Council.

Achieving Financial Sustainability

Under his leadership, the Department of Finance – Abu Dhabi continues to strengthen a culture of financial sustainability in collaboration with all concerned government entities.

Through strategic initiatives, Abu Dhabi has maintained a strong public budget and achieved a financial balance that enhances economic development.

Supporting and Empowering Emirati Youth through Nafis Programs

As a member of the Board of Directors of the Emirati Talent Competitiveness Council (ETCC) and the Education and Human Resources Council, H.E. Al Zaabi focuses on enhancing employment opportunities and professional development for Emirati youth. He is driven by his belief in empowering national talents, and providing them with the necessary skills and experiences to contribute to building a bright future.

His Excellency Jassem Al Zaabi said: “Nafis program creates alignment between young Emirati job seekers and the private sector, which seeks efficient and productive human resources, through a system that preserves and develops financial and productive benefits for all parties”. He added: “There are three words that summarize the essence of the Nafis program: empowerment, prosperity, and sustainability. Empowering and succeeding Emirati talents has contributed to building a

strong competitive national economy in line with the UAE’s stature and the vision and ambition of its wise leadership.”

Al Zaabi added: “The Nafis program reflects the dedication to support the talented Emirati youth, enabling them to develop their capabilities, in a collaborative and effective partnership with the private sector, which strategically supports building a strong and sustainable economy.”



In the presence of Mansour bin Zayed ETCC awards winners of the Second Cycle of “Nafis Award”



Under the patronage and presence of His Highness Sheikh Mansour bin Zayed Al Nahyan, UAE Vice President, Deputy Prime Minister, Chairman of the Presidential Court, and Chairman of the Board of Emirati Talent Competitiveness Council, a ceremony was held at Qasr Al Watan to honor the winners of the “Nafis” Award for its second cycle (2023-2024).

The event was attended by numerous dignitaries, including ministers, senior officials, business leaders, and public figures. During the ceremony, the winners were announced and celebrated for their achievements in 2023. His Highness Sheikh Mansour bin Zayed Al Nahyan personally recognized and thanked the winners for their efforts in supporting the goals of ETCC. He emphasized that the Nafis Award acknowledges outstanding contributions in Emiratisation and honors national talents who have excelled in their roles, competing among Emiratis in the job market.

His Highness praised the positive competition in the award's second cycle, affirming that its primary goal is to support national talents in the private and banking sectors, encouraging their professional development and growth. He highlighted the active competition among private sector entities to increase their Emiratisation rates, in line with the UAE's strategic vision on Emiratisation.

His Excellency Dr. Abdulrahman Al Awar, Minister of Human Resources and Emiratisation, affirmed the importance of the award in honoring outstanding companies in the field of Emiratisation. He emphasized its role in motivating employees to achieve further professional success. He stated that the Nafis Award recognizes private companies that have succeeded in increasing Emirati workforce participation, thereby enhancing their contribution to sustainable economic development.

Dr. Al Awar praised the leading entities and distinguished individuals in the private and banking sectors who were recognized, expressing confidence in

further accomplishments in the Emiratisation initiative. He highlighted that these efforts strengthen the national workforce's position and contribute to the UAE's development and progress.

His Excellency Khaled Mohammed Balama, Governor of the UAE Central Bank, affirmed that achievements in Emiratisation within the banking, financial, and insurance sectors, and the honoring of winners in the Nafis Award's second cycle, are results of the directives and support from His Highness Sheikh Mansour bin Zayed Al Nahyan. This support has accelerated the achievement of Nafis program targets, enhancing collaboration among various entities and opening new opportunities for national competencies.

His Excellency emphasized that Emiratisation and empowering Emiratis are strategic priorities for the Central Bank, achieved through integrated strategies and a sustainable system for Emiratisation. The strategy aims to provide 5000 job opportunities for Emiratis, focusing on vital and specialized positions across 22 educational tracks, with 30% in leadership roles by 2026. He noted the success of the "Ethraa" program, which has made significant strides in the banking, financial, and insurance sectors, surpassing targeted percentages for Emiratisation in 2023.

Additionally, an initiative was launched to sponsor young Emirati university graduates in specialized insurance training programs, in collaboration with the Presidential Court's Missions Office. Six "Ethraa" career fairs were organized to accelerate Emiratisation through direct employment, on-the-job training, and specialized skill enhancement programs. His Excellency praised the banking, financial, and insurance sectors for their significant roles in enhancing Emiratisation and employing Emirati talents. He noted the substantial participation of financial institutions in the Nafis Award, reflecting their commitment to Emiratisation efforts.

H.E. Ghannam Al Mazrouei, Secretary-General of ETCC, emphasized that the Nafis Award continues to honor outstanding individuals from the private sector and banking sector, as well as Emiratis working within them who have achieved exceptional performance. He highlighted the expansion of the award due to the support from the leadership and directives from H.H. Sheikh Mansour bin Zayed Al Nahyan. The second cycle saw an increase in targeted sectors and a new category for institutions supervised by the UAE Central Bank, covering banking, financial, insurance, and exchange sectors. The number of self-nomination applications within the individual category increased by 98% compared to the first cycle, reflecting the award's positive impact on developing Emirati skills and encouraging excellence.

During the ceremony, the ETCC announced the winners in the individual category of the Nafis Award's second cycle, which included ten sub-categories. Thirty Emiratis employed in the private and banking sectors secured top positions. The Council also disclosed the names of winning institutions registered under MOHRE and the UAE Central Bank, giving special recognition to some for their exceptional efforts in empowering Emirati talents.

The Council extended sincere thanks to its partners from various governmental, semi-governmental, and private entities for their constructive collaboration in supporting Emiratisation within the private sector. This acknowledgment highlighted their fruitful efforts and cooperation in implementing the Emiratisation strategy at all levels.



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



1. Academic and training programs to qualify 10,000 Emiratis within 5 years through paid educational and training programs aiming at developing Emirati Healthcare workers, with financial rewards according to the grades.



+108K

Number of Emiratis in private sector up-to-date, 12,626 of them have got work permissions from other entities.

55

Number of partnerships, agreements, and MoU's

+26K

Job Seekers 11,057 of them are active students

+80K

Beneficiary of Nafis Program

+76K

Emirati in private sector since the launch of Nafis and still on the job

+108K

Number of Emiratis working in the private and banking sectors

+26K

Emirati joined the private sector in 2024 up-to-date

+21K

Number of private sector facilities that hired Emiratis to date by %198

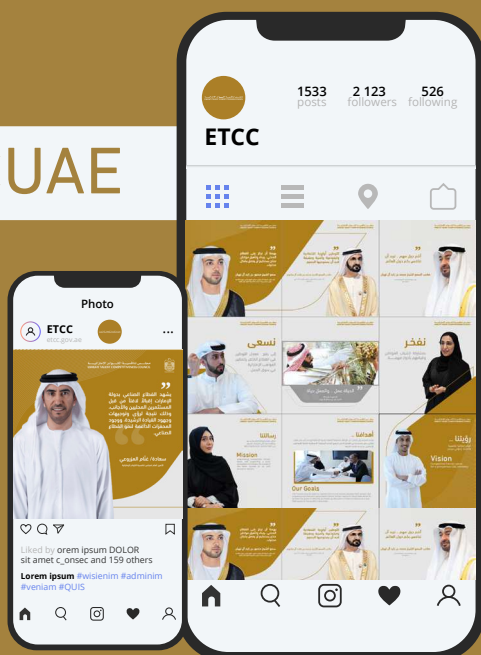
*Until 24 June 2024

Stay tuned for the announcement of

The opening of nominations for Nafis Leaders Program
Second cohort



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