



نادي الأعمال العربي
Arab Business Club

Arab Business

Empowering
business leadership

مؤتمر قادة
الأعمال

business

Club Leaders

community

IN A GLANCE

Arab Business Club is an international business platform built for the World's business elites; particularly those who are interested in building trustworthy and beneficial business relations with the Arab World. We break through the barriers of culture, Geography and language and bring together elite Businessmen and women, investors, C-level management personnel and decision makers enabling fruitful business ties to be forged quickly and efficiently.

- Arab Business Club was established since August 2008.
- The Club has more than 8500 Members from 27 countries including Key business players, top management professionals, decision makers and high-ranking diplomats.

KEY ACTIVITIES

- Promoting investment opportunities worldwide.
- Promoting our members' services, products and investments.
- Business & investment matchmaking through our wide connections and regular events.
- Facilitating relations and communication with Arab governments and authorities.



KEY ACTIVITIES

- Bringing together investors and investment opportunities owners.
- Hosting and organizing exclusive and trend-setting business and networking events.
- Leading and supporting investors & business delegations to/from the Arab World.
- Supporting business setup and establishment in the region through providing advice, feasibility studies, consultancy, local partnerships and helping with licensing process.
- Providing Legal support and advice to our members.
- Hosting and organizing specialized events: Healthcare, Oil & Gas, Tourism, etc.



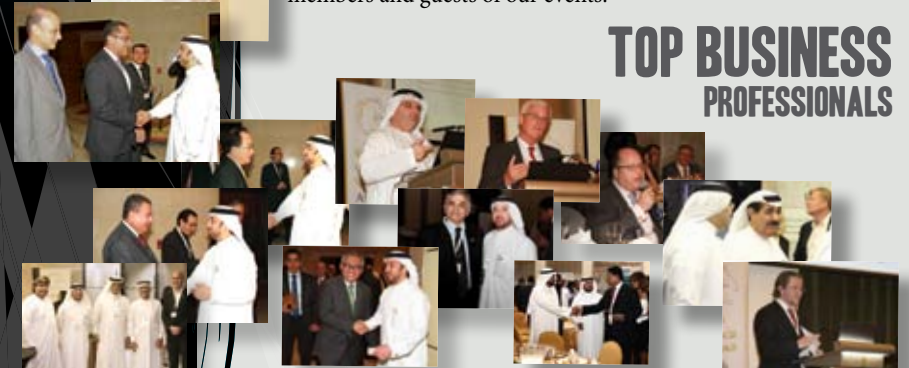
OUR MEMBERS

Membership is open to only elite business owners (both men & women), C-Level Corporates, diplomats and decision makers from all business sectors and industries, from all nationalities. Arab Business Club, now, has more than 8500 members from 27 countries. Those members are:

- Key players in their respective industries.
- Top-management professionals
- High ranking officials and decision makers
- Ambassadors, Councils and top diplomatic figures.

Arab Business Club members enjoy several exclusive benefits and privileges:

- Access to our regular business matchmaking events
- Trend- setting conferences and business / investment opportunities.
- Meeting and sharing ideas with business leaders, decision makers, key players and top management professionals.
- Discounts on marketing and advertising in the Club's publications.
- Discounts and exclusive offers on advertising in our partners' outlets.
- Free subscription in Arab Business Club Magazine.
- Sharing opportunities, services and connections with other members and guests of our events.



TOP BUSINESS PROFESSIONALS

HAMDAN MOHAMED AL MORSHEDI

FOUNDER, PRESIDENT & CHAIRMAN OF THE BOARD



An awarded and decorated businessman and entrepreneur, Hamdan Mohamed Al Morshedi is the founder, president and chairman of the board of Arab Business Club. His wide network of connections and unique talent for breaking barriers

and building trustworthy relations has always been the pillars upon which the club built its success and became the success story it is today.

Being one of the regional pioneers in the field of e-commerce, he was decorated with several wards that speak for his sharp vision and exceptional leadership capabilities:

- Best Strategic Service, UAE Web Award, 2008
 - Silver Winner E-Commerce, Pan Arab Web Award, 2008
 - Silver Winner Directories & Info Services, UAE Web Award, 2008
 - Bronze Winner E-Commerce, Pan Arab Web Award, 2008
 - Gold Winner E-Commerce, UAE Web Award, 2007
 - Online Retailer of the Year, Middle East Retail Award, 2007
- Under Hamdan's leadership Arab Business Club developed quickly to become the international business platform of choice in the region,

despite the challenges and hardships imposed by the global financial crisis of 2008-2009. An achievement that was hard to overlook and was recognized by all those who were following the economic scene in the Middle East:

- In 2011, the Diplomatic Circle, Geneva, honored Hamdan with Honorary Membership, given only to select few of the world's most distinguished Diplomats & high level representative of civil society. Hamdan was the first non-diplomat in UAE to receive this honor in light of his successful efforts with Arab Business Club.
- In May 2012, Waldenburg International College granted Al Morshedi the Medal of Excellence for the Most Influential Figures in the Arab world in Development and International Cooperation.
- Also, in May 2012, Hamdan won the BIZAWARD 2012 in a vote held by Newsglobe.

Never the one to sleep on his laurels, 2012 saw Hamdan launching yet another new project, Northern Star Publishing. The First fruits of which was Arab Business Club Magazine, an increasingly popular business magazine that provides business owner with market reports and analysis in addition to investment opportunities and management tips and how to. As well as, being the media carrier of the Arab Business Club and its activities.

Other magazines are, also, going to be launched later, while other innovative ideas and projects are still being shaped within his boundless and fearless mind.

MARKETING SUPPORT

Arab Business Club marketing strategy for spans:

- 1 Print MEDIA
- 2 Online MARKETING
- 3 TV and RADIO
- 4 Social MEDIA
- 5 On-site EVENTS

1 Print MEDIA

We are very careful in choosing our targeted publications. We make sure to select publications with the highest readership rates to cater to our Elite Members.

Arab Business Club has taken the concept even further through the introduction of Arab Business Club Magazine as a media carrier to allow for the club's message to reach even further and penetrate markets usually out of an ordinary local or regional business club.



1 Print MEDIA

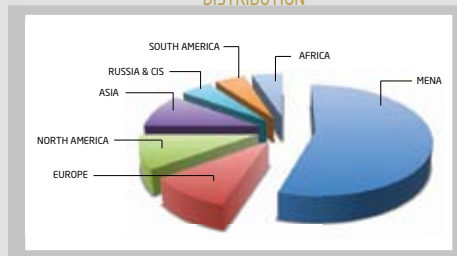
Arab Business Club Magazine is a monthly, market intelligence publication dedicated to members of the Arab Business Club and the international business & investment community. The magazine has a print run of 25,000 copies. With distribution in:

- Royalty and Sheikh's Palaces
- Top Government Offices
- First Class and Diplomatic Airport Lounges
- Onboard Etihad Airlines flights
- Embassies
- Investment Agencies
- 5-Star Rated Hotels
- Business Councils
- International Corporations
- Top Arab Business Leaders
- International Events
- ABC Members World Wide
- Magazine Subscribers
- Media Agencies
- Corporate Events

ABC Magazine provides its classy readers with news updates, trend setting market intelligence, expert analyses, sector reviews, corporate investment opportunities, launches, event updates and many more.

This one-stop resource provides an end-to-end marketing, linking between industry analysts, corporates, government officials and decision makers. It is the only publication where international advertisers can reach the Arab decision maker and vice versa.

DISTRIBUTION

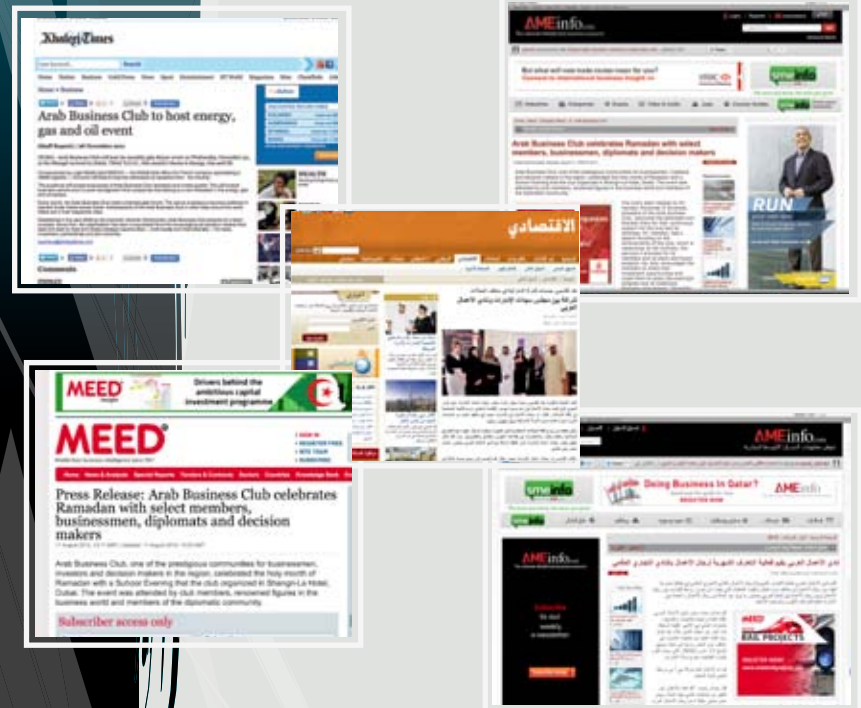


READERSHIP

With a print run of more than 18,000 copies per month, the Arab Business Club Magazine is read by elite decision makers in all industries and sectors including: Company Owners, CEO's, Top Level Executives, Government Officials.

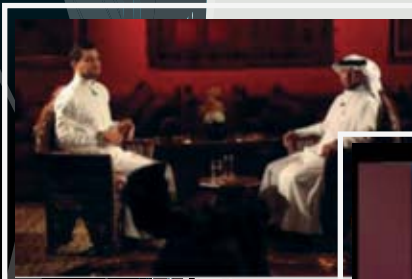
2 Online MARKETING

We enjoy a powerful online exposure, starting from SEO to Adwords. We have 1.5 million impressions per annum in different highly ranked websites plus an inventory of media plan bookings which includes banners, pop-ups, questionnaires, Flash, Animation and Video Ads. Our average clicks per month is 500,000 and its rapidly increasing by 10-15%.



3 TV and RADIO

Our events are covered by prefunction TVC and RC and followed by a documentary show . We consider the TV & Radio as the main ATL marketing tool and the most Prestigious segment which can match with our classy portfolio. Moreover the TVC and RC are our main tool of inviting the global media aboard. More, on August the 3rd 2012, Arab Business Club signed a comercial cooperation agreement with Al E3lania satellite channel headquartered in Saudi Arabia. This agreement aims at expanding the cooperation between them so they can benefit from each other's resources and facilities andutilize them to achieve more exposure and provide more added value for the services they provide.



الإعلانية AD TV
قناة الإعلانات والصفقات التجارية



4 Social MEDIA

Social Media is one of our main marketing engines, we strongly believe that social media is enjoying the speed and the viral connectivity and it fits perfectly with our business model which is referable by nature.



5 On-site EVENTS

Our trend-setting networking events have seen countless deals signed and many alliances and partnerships forged to the benefit of our esteemed members, Arab Business Club events became known for their exclusive and carefully chosen audience and extreme attention to every detail. Attending our events is free for our elite and corporate members.





MEMBERSHIP

CATEGORIES

Benefit	Premium Membership	Elite Membership	Corporate Membership	VIP Membership
Annual fees	* USD 500	USD 1500	USD 3000	Free
Use of website	Yes	Yes	Yes	Yes
Membership	All approved categories	By invitation, or recommendation only	5 Top management member of the same company	By invitation, Top Government Officials only
Can attend member's only events.	Yes	Yes	Yes	Yes
Can attend general events	Yes	Yes	Yes	Yes
Can attend special events & delegations with Business and government officials from the Arab and rest of the world.	Only by invitation	Yes	Yes	Yes
Membership ID.	Yes	Yes	Yes	Yes
Logo Pin	Yes	Yes	Yes	Yes
Discounts for Arab Business Club general networking events	Yes	Yes	Yes	Yes

Benefit	Premium Membership	Elite Membership	Corporate Membership	VIP Membership
Free Annual Subscription to Arab Business Club magazine	Yes	Yes	Yes	Yes
Discounts in Arab Business Club Magazine advertisement	Yes	Yes	Yes	Yes
Members only merchandise items	Yes	Yes	Yes	Yes
Your Pre investment study can be listed and send out to all out members for free	Yes	Yes	Yes	Yes
Free registration for the Arab Business Awards	Yes	Yes	Yes	Yes
Ability to participate in exhibitions under Arab Business Club with group rates	Yes	Yes	Yes	Yes
Business leads and deals offers from Arab Business Club, and its members	Yes	Yes	Yes	Yes
Monthly Investment Opportunities Newsletter	Yes	Yes	Yes	Yes

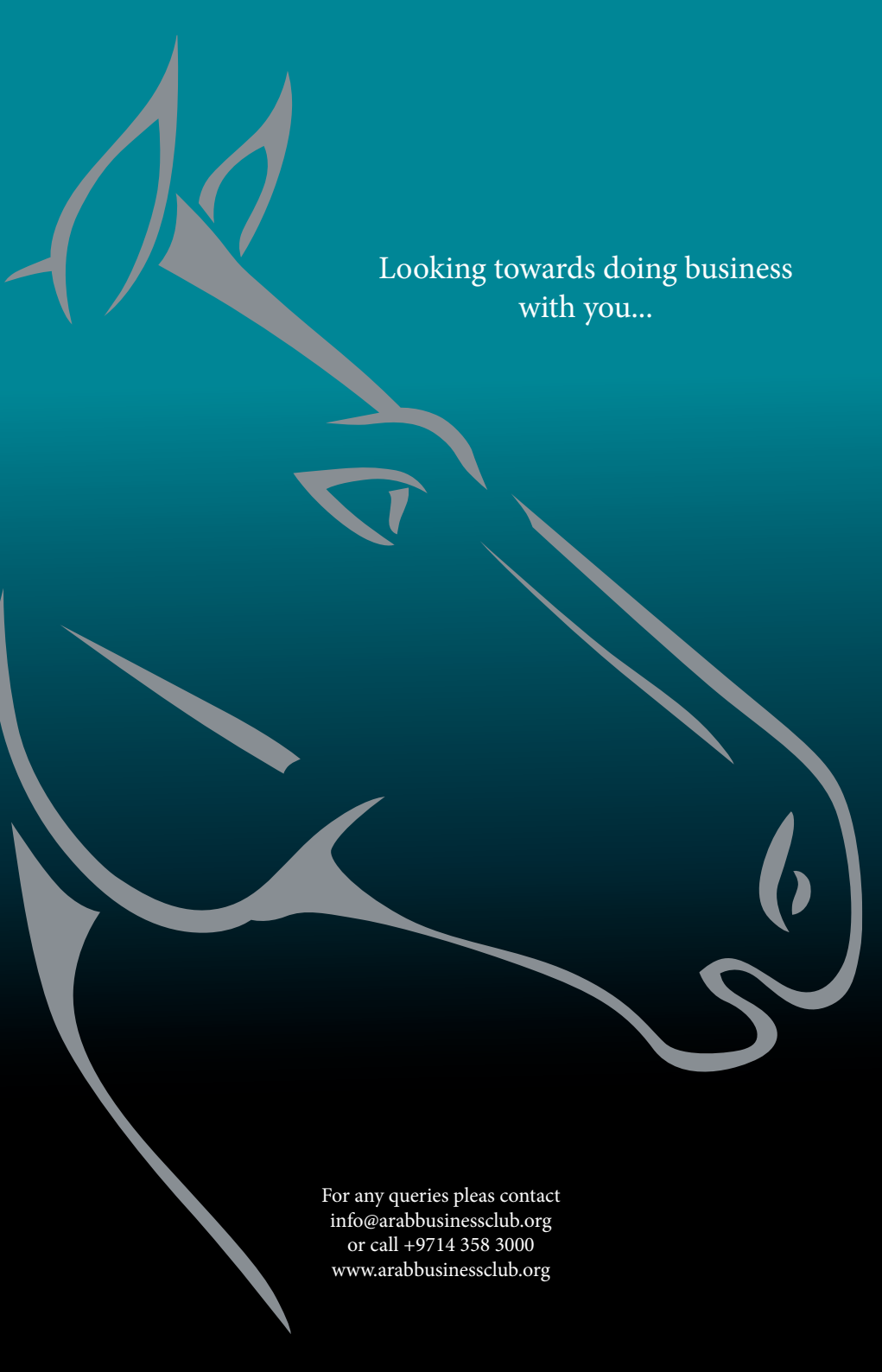


Premium Membership: Only SME, GM and owners

Elite Membership: C-level and Top Business owners

Corporate Membership: One elite member and four premium members from the same company

[Join us now...](#)



Looking towards doing business
with you...

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