OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

OFFICE OF H.H. SHEIKH ABDULHAKIM AL MAKTOUM
GROUP HOLDINGS FZC
Sharjah UAE

OBS BUSINESS REVIEW

WEEKLY BUSINESS, DIPLOMACY & INNOVATION BRIEF

MONDAY, 10TH AUGUST, 2026 | ONE VISION, STRATEGIC PARTNERSHIPS, LASTING IMPACT | VOL. 3



EVENTS

OBS CONNECTS GLOBAL BUSINESS OPPORTUNITIES AT METAS 2026

AThe global business community came together at METAS 2026, a major international trade platform focused on tyres, automotive products, spare parts, and related industries. Held at Expo Centre Sharjah, the event brought together businesses, manufacturers, exporters, and international trade professionals, creating a dynamic environment for networking, investment, and cross-border collaboration.

METAS 2026 reflects the growing importance of the Middle East as a strategic hub for international trade and automotive business. With participation from companies across different markets, the event provided opportunities to explore new partnerships, expand distribution networks, and identify emerging avenues for investment and commercial cooperation.

For OBS – One Business Season, such international platforms represent an important part of its broader mission to connect businesses across borders. The automotive and mobility sector continues to offer significant opportunities for collaboration, particularly as businesses seek new markets, strategic partners, supply-chain connections, and investment opportunities.

The gathering also highlighted the increasing role of international business events in bringing diverse markets closer together. By creating direct interaction between manufacturers, suppliers, distributors, investors, and business leaders, platforms such as METAS can help transform conversations into practical commercial relationships.

OBS views these global connections as an opportunity to strengthen economic cooperation and encourage businesses to look beyond traditional markets. Through its international network and business-focused initiatives, OBS continues to support the development of partnerships that can contribute to trade expansion, investment, innovation, and sustainable economic growth.

The presence of the global business community at METAS 2026 further demonstrates that successful international trade is built on connections, trust, and collaboration. As businesses increasingly explore opportunities across continents, platforms that bring decision-makers together can play a valuable role in shaping the next generation of global commerce.

OBS - ONE BUSINESS SEASON AT A GLANCE

THE WORLD'S LONGETS BUSINESS BESINOSO SUMMIT

30 FLAGSHIP EBENTS ANNUALLY

50+ GLOBAL PARTNERS EVENTS

1,000+ SPEAKERS
10,000+ INVESTORS
1M+ VISITORS

EVENTS

METAS 2026: WHERE THE GLOBAL AUTOMOTIVE COMMUNITY MEETS

METAS 2026 brought the automotive aftermarket and related industries into one international business environment. The event focused on tyres, automobiles, spare parts, components, machinery, maintenance solutions and associated technologies, providing companies with an opportunity to present their capabilities directly to potential customers and partners.

According to the official METAS platform, the exhibition has grown rapidly since its launch in 2022. The event now attracts more than 200 exhibitors and over 19,000 trade visitors, demonstrating its increasing importance as a regional B2B meeting point. The 2026 edition also expanded its international exhibitor base with additional pavilions and dedicated areas for overseas manufacturers and exporters.

This scale is significant because the automotive sector is no longer confined to individual national markets. Modern automotive supply chains stretch across continents, connecting manufacturers, component producers, distributors, logistics providers, technology companies and service businesses.

Events such as METAS provide a physical environment where these relationships can develop.

A Strategic Location for International Trade

The choice of Sharjah is equally important. Located within the United Arab Emirates, Sharjah forms part of a wider regional commercial ecosystem linking businesses from the Middle East with markets across Asia, Africa and beyond.

Expo Centre Sharjah has established itself as a major venue for international exhibitions and business events, providing facilities designed to accommodate exhibitors, trade visitors and international commercial gatherings.

METAS therefore benefits from an environment where international companies can meet regional buyers and explore the UAE and wider Middle Eastern markets.

For manufacturers and exporters, participation in such a platform can provide an opportunity to understand market demand, identify distributors, establish contacts and assess expansion opportunities.









EVENTS

INSIDE METAS 2026: TECHNOLOGY, PRODUCTS AND NEW AUTOMOTIVE OPPORTUNITIES

The 2026 edition showcased a broad range of products and solutions connected with the tyre and automotive industries.

The official METAS platform highlights product categories including tyres, wheel hubs, tyre raw materials, tyre moulds, tyre accessories, tyre recycling, retreading machinery, tyre testing machinery, wheel-alignment and balancing systems, maintenance tools, production technology and related solutions.

The wider automotive exhibition also brought attention to spare parts, components and technologies supporting vehicle production, maintenance and aftermarket services.

The Growing Importance of the Automotive Aftermarket

The automotive aftermarket is an important component of the global mobility economy. Vehicles require continuous maintenance, replacement components, tyres, technical services and supporting products throughout their operating life.









This creates opportunities not only for vehicle manufacturers but also for:

- Tyre manufacturers and distributors
- Spare-parts suppliers
- Automotive component producers
- Repair and maintenance businesses
- Machinery manufacturers
- Technology providers
- Logistics companies
- Exporters and importers
- Investors and business service providers

METAS provides a meeting point for these different segments, helping them discover complementary opportunities.

The event's international character is particularly important for companies seeking to expand beyond their domestic markets. An exporter entering a new region needs more than a product; it needs market knowledge, distribution relationships, regulatory understanding, logistics support and trusted business contacts.

International exhibitions can help bring many of these elements together.

METAS EXPO 2026

EVENTS

WHY METAS MATTERS TO OBS - ONE BUSINESS SEASON

For OBS – One Business Season, METAS 2026 represents more than an automotive exhibition. It reflects the fundamental principle behind OBS: global business grows when the right people and markets are connected.

OBS is focused on developing a business ecosystem in which entrepreneurs, investors, institutions and companies can establish relationships across geographical boundaries.

METAS provides a practical example of why that approach matters.

A business operating in one country may have a product that can serve customers in another. A manufacturer may need a distributor in a new region. An investor may be searching for an emerging opportunity. A technology company may need an industrial partner.

Without connections, these opportunities may remain invisible.

With the right network, they can become partnerships.

Connecting the Middle East, Asia and Africa

The strategic location of the UAE gives events such as METAS an additional dimension. Businesses operating in the region can use the country as a gateway toward multiple international markets.

This is particularly relevant to OBS's broader mission of creating bridges between Africa, the Middle East, Asia and other global business regions.

The automotive industry itself is highly interconnected. Tyres, components, raw materials, manufacturing equipment and finished products can cross multiple borders before reaching the final customer.

Therefore, stronger business relationships between these markets can contribute to:

Trade expansion

Greater interaction between buyers and suppliers can open new commercial channels.

Investment opportunities

International investors can identify businesses, technologies and sectors with growth potential.

Supply-chain development

Manufacturers and distributors can establish more efficient international relationships.







PARTNERSHIP

OBS & BRICS BUSINESS SUMMIT 2026: SHAPING A NEW BLUEPRINT FOR GLOBAL TRADE

NEW DELHI, INDIA | SEPTEMBER 10, 2026



New Delhi, India — OBS – One Business Season is strengthening its role in the global business landscape through its strategic partnership with the BRICS Business Summit 2026, creating a platform for international businesses, investors, institutions, and industry leaders to explore new opportunities for cooperation.

The partnership, highlighted in a recent report by Washington Morning, reflects a shared vision of developing stronger connections between markets and creating new pathways for international trade and investment. The summit, scheduled to take place in New Delhi, represents an important opportunity to bring diverse business communities together around a common agenda of economic growth and collaboration.

For OBS, the BRICS Business Summit is more than an international gathering—it is an opportunity to advance its vision of "Building Business Without Borders." Through its expanding chapter-based ecosystem, OBS seeks to connect businesses across countries and industries while encouraging partnerships that can generate sustainable commercial value.

As global trade continues to evolve, emerging markets are becoming increasingly important centers for investment, manufacturing, technology, entrepreneurship, and innovation. BRICS-related business platforms provide opportunities for companies to explore these markets and establish relationships with potential partners.

OBS aims to contribute to this environment by connecting entrepreneurs and business leaders with international networks and strategic opportunities. Its participation in the summit reinforces the organization's commitment to creating an ecosystem where business relationships can develop into long-term partnerships.

The summit also comes at a time when international businesses are increasingly seeking diversified markets and stronger supply-chain connections. Greater cooperation among businesses can help unlock opportunities in areas such as trade, technology, investment, manufacturing, logistics, and innovation.

A central objective of OBS is to transform international dialogue into meaningful business connections. By bringing together decision-makers from different markets, platforms such as the BRICS Business Summit can create an environment where ideas are exchanged, partnerships are explored, and new commercial possibilities emerge.

The OBS approach is built around one ecosystem and one global network, with the goal of making international business more accessible and connected. Its presence at the BRICS Business Summit further demonstrates its commitment to supporting cross-border collaboration and creating opportunities for businesses to expand beyond their traditional markets.

The OBS–BRICS Business Summit 2026 partnership represents another milestone in OBS's growing international engagement. It reflects a broader vision in which nations, businesses, and industries work together to create opportunities that extend beyond geographical boundaries.

STRATEGIC PARTNERSHIPS



STRATEGIC PARTNERSHIPS

OBS CONNECTS 100 COUNTRIES AND 200 CHAPTERS, REDEFINING GLOBAL BUSINESS COLLABORATION

OBS – One Business Season is expanding its global footprint with an ambitious network spanning 100 countries and 200 chapters, reinforcing its vision of creating a connected business ecosystem where companies, entrepreneurs, investors, and institutions can collaborate across borders.

The expansion represents an important milestone for OBS and reflects the organization's growing emphasis on international connectivity, strategic partnerships, and cross-border business development. With chapters extending into diverse markets, OBS is building a platform designed to bring local business communities into a wider global network.

In today's rapidly changing global economy, businesses increasingly need access to international partners, new markets, investment opportunities, and reliable networks. OBS seeks to address this need by creating connections between businesses operating across different regions and industries.

Its chapter-based model provides a structure through which local business communities can become part of a broader international ecosystem. This approach allows businesses to explore opportunities beyond their domestic markets while creating greater visibility for regional industries and entrepreneurs.

The 100-country and 200-chapter network demonstrates the scale of this vision. Rather than operating as isolated business communities, OBS aims to bring them together through a shared platform centered on collaboration and opportunity.

For OBS, global networking is not simply about increasing numbers—it is about creating meaningful relationships that can lead to tangible business outcomes.

Strategic introductions, partnerships, investment discussions, trade opportunities, and knowledge exchange can all contribute to stronger commercial relationships between markets.

Through its expanding network, OBS continues to encourage businesses to look beyond geographical boundaries and identify opportunities in markets they may not otherwise reach.

This global approach is particularly relevant as businesses seek greater diversification, new supply-chain relationships, international customers, technology partnerships, and investment opportunities.

The growth of the OBS network strengthens its central philosophy: One Ecosystem • One Network • One Business Season.

By connecting 100 countries through 200 chapters, OBS is working toward a business environment where opportunities can move more freely between markets and where collaboration becomes a driving force for sustainable growth.

The milestone also highlights the importance of local representation within a global business ecosystem. Each chapter can serve as a bridge between its local business community and international opportunities, helping create a two-way flow of ideas, partnerships, and commercial possibilities.

STRATEGIC PARTNERSHIPS

PARTNERSHIP

OBS EXPLORES ETHIOPIA'S RISING ECONOMIC POTENTIAL THROUGH STRATEGIC PARTNERSHIP



Ethiopia is attracting growing international attention for its economic potential, and OBS – One Business Season is positioning itself to help connect this emerging market with a wider global business network. A recent National Insider report highlights discussions involving Zerihun Megersa Jima and the One Business Season partnership, emphasizing the opportunities emerging from Ethiopia's evolving economic landscape.

Ethiopia represents an increasingly important market within Africa, offering opportunities for international cooperation across trade, investment, entrepreneurship, infrastructure, manufacturing, agriculture, technology, and other sectors. As the country continues to attract attention from international businesses and investors, stronger connections between local enterprises and global markets can play an important role in supporting sustainable economic development.

For OBS – One Business Season, Ethiopia presents an opportunity to strengthen its mission of building bridges between businesses and nations. Through its international, chapter-based ecosystem, OBS seeks to create meaningful connections that can help businesses discover new markets, identify strategic partners, and develop long-term commercial relationships.

The discussions surrounding the OBS partnership highlight the importance of creating business relationships that respect national priorities while opening doors to international collaboration. Rather than focusing only on individual transactions, OBS promotes an ecosystem where entrepreneurs, investors, institutions, and industry leaders can engage around shared economic interests.

Ethiopia's growing international visibility makes such connections particularly valuable. By linking Ethiopian business opportunities with OBS's broader international network, the initiative can contribute to greater visibility for local enterprises while encouraging international businesses to explore opportunities within the Ethiopian market.

OBS believes that sustainable economic growth is strengthened when businesses have access to the right networks and international partners. Strategic engagement can help transform market potential into practical opportunities through investment discussions, trade relationships, technology cooperation, knowledge exchange, and joint ventures.

The Ethiopia partnership therefore represents more than a geographic expansion. It reflects the OBS philosophy of creating one connected business ecosystem, where markets can learn from one another and businesses can grow through collaboration.

As interest in Ethiopia's economic potential continues to develop, OBS remains committed to facilitating conversations that can lead to meaningful partnerships and long-term value creation.

The engagement with Ethiopia reinforces OBS's broader vision of "Building Business Without Borders." By connecting African markets with businesses and institutions across its international network, OBS is working toward a more inclusive and interconnected global business community.

Ethiopia's economic promise is creating new possibilities—and OBS is working to turn those possibilities into connections, partnerships, and opportunities.

PARTNERSHIP

OBS STRENGTHENS ANGOLA PARTNERSHIP, OPENING A NEW CHAPTER FOR AFRICAN BUSINESS COLLABORATION

Angola is emerging as an important destination for international business, investment, and strategic cooperation, and OBS – One Business Season is strengthening its engagement with the country as part of its wider African expansion. A recent VoicePress feature highlights Angola's growing role in the next chapter of business collaboration and the opportunities created through stronger international connections.

For OBS, Angola represents more than a promising market—it is an important gateway to wider opportunities across Africa. With its strategic location, natural resources, developing industries, and growing interest in economic diversification, Angola offers potential for partnerships spanning automotive, energy, infrastructure, technology, trade, logistics, manufacturing, and investment.

OBS – One Business Season is focused on creating connections between businesses, governments, investors, and institutions across borders. Its engagement with Angola reflects this mission by encouraging meaningful relationships between Angolan businesses and the wider international business community.

The importance of such connections is becoming increasingly clear as African economies seek to attract investment, expand trade, develop infrastructure, and strengthen regional value chains. Angola's growing business environment provides opportunities for international companies to explore new markets while enabling local enterprises to connect with global partners.

Angola is also strengthening its position as a destination for international business events and investment. The country has been developing infrastructure and connectivity to support greater international engagement, with Luanda positioning itself as an emerging business and events hub.



For OBS, successful international collaboration begins with relationships. By connecting local business communities with its broader global network, OBS aims to help transform conversations into trade opportunities, investment partnerships, joint ventures, technology cooperation, and long-term commercial relationships.

This approach is particularly relevant for Africa, where stronger intra-African and international business connections can contribute to economic diversification and sustainable growth. Angola's recent international business engagements demonstrate the country's increasing focus on attracting partnerships and investment across multiple sectors.

The Angola initiative reinforces the OBS vision of "Building Business Without Borders." By expanding its network across African markets and connecting them with businesses around the world, OBS continues to create an ecosystem where opportunities can move across borders and strategic partnerships can flourish.

The next chapter of Angola's business story will depend on collaboration—between local entrepreneurs and international investors, between industries and institutions, and between African markets and the wider global economy.

As Angola opens new doors for international business, OBS continues its mission to connect markets, empower businesses, and build lasting partnerships across Africa and beyond.

PARTNERSHIP

OBS BRIDGES MAURITANIA AND UAE, OPENING NEW PATHWAYS FOR GLOBAL TRADE

OBS – One Business Season is advancing its vision of global economic connectivity by bringing Mauritania and the United Arab Emirates closer through a strategic business initiative focused on trade, investment, partnership, and international collaboration.

The initiative, highlighted in a recent report by New York Frontier, reflects OBS's growing efforts to connect emerging markets with established international business hubs. By encouraging stronger relationships between Mauritanian and UAE business communities, OBS is creating opportunities for companies to explore new markets, develop strategic partnerships, and participate in wider global trade networks.

Mauritania occupies a strategically important position in West Africa, with opportunities emerging across mining, energy, fisheries, agriculture, logistics, technology, and renewable energy. The country is also developing major infrastructure and energy projects that are creating new possibilities for international companies and investors.

The UAE, meanwhile, continues to serve as a major commercial and logistics hub connecting Africa, the Middle East, Asia, and international markets. Increasing trade and investment links between the Gulf and Africa are creating new commercial corridors and opportunities for businesses seeking international expansion.

Within this evolving environment, OBS seeks to act as a bridge—connecting businesses, entrepreneurs, investors, institutions, and industry leaders across borders.

For OBS, international collaboration is not simply about creating relationships; it is about transforming those relationships into practical business opportunities.

The Mauritania–UAE initiative can create pathways for trade partnerships, investment discussions, technology cooperation, joint ventures, supply-chain development, and knowledge exchange. Such connections can help Mauritanian businesses gain greater international exposure while providing UAE and international companies with opportunities to explore one of Africa's emerging markets.

OBS's approach is built around creating a connected ecosystem in which businesses can access new markets through trusted networks and strategic relationships.

The partnership between Mauritania and the UAE represents the kind of cross-border collaboration that lies at the heart of the OBS mission. As global trade continues to evolve, businesses increasingly need platforms that can connect markets, reduce barriers to collaboration, and create opportunities for sustainable growth.

Through One Business Season, OBS continues to expand its international network and strengthen bridges between Africa and the wider global economy.

The Mauritania–UAE initiative is another step toward a future where geography does not limit opportunity and where businesses can connect, collaborate, and grow across borders.



FEATURED ARTICLES

EDITORIAL

SOCIAL RESPONSIBILITY AND CORPORATE COMMITMENTS

Social responsibility starts with the adoption of specific tools for motivating and engaging the whole people within society. The initiatives of this culture go from the internal to the external, noting that before addressing social issues, one must take care of the person who works in the company. This starts with adopting an institutional corporate culture, which determines what kind of social initiatives and efforts the company can adopt.

Many companies have started to operate with strategies in the field of Corporate Commitments. This approach refers to the organization's basic actions regarding corporate ethics, health, safety, and social issues. Significant changes are seen in the administrative model regarding social responsibility. A broader view is developing about the need to value the environment and people. Companies are adopting ways to obtain sustainable resources through development, planning, and management.

And why are companies adopting means to have more social responsibility? Due to a mix of market pressures, financial survival, and cultural changes. Nowadays, being socially responsible is no longer just a marketing plus but has become a strategic necessity, largely because of the demands of the modern consumer who cares more about these issues (i.e., fighting slave-like labor, harsh working conditions, child labor exploitation, etc.).





ALÍPIO CARLOS TAVARES LABÃO, (MEMBER OF THE OBS SUSTAINABILITY COMMITTEE)

Recent data released by the UN Global Compact indicate that the cost of capital is reduced by up to 50% in fundraising for socially responsible companies. Additionally, operational performance improves by an average of 88% in processes and internal efficiency compared to companies that are not trying to be more socially responsible. Because of this, responsible companies attract more investors and consumers, with 88% and 83% preference, respectively. As a result, the appreciation of the stocks has a return of up to 80% higher compared to less responsible peers.

An action that has been becoming a priority in the corporate environment has been the concern with contributing to solving social issues, given the development and consequences generated by globalization, and the consequent expansion of factories to poorer countries, whose workers have fewer rights and labor justice to protect them. It is important for company's senior management to be involved and for there to increase quality of life and social well-being, through awareness and the adoption of responsible activities and actions.

Therefore, corporate governance works as the connector of information and responsible actions, starting from the need to create a culture and critical awareness, looking at social responsibility from a broad perspective that points to society's transformations towards a better quality of life for current and future generations.

And as we saw in the results presented by the UN, companies can take care of social aspects, become part of this engagement context and achieve economic gain and sustainability, ensuring that the investor's risk is lower. As we can see, companies can be affected by the growing concern of consumers, as well as by legal requirements in many countries, starting to foresee what they should do to avoid harming the community they are part of, developing a responsible stance toward society. And, in this way, they can also have more profit and return on capital.



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WOMEN IN THE MENA REGION AND THE FUTURE OF SUSTAINABLE LEADERSHIP: WHY INCLUSIVE DEVELOPMENT MATTERS



PROF. (DR.) HEBATALLAH ADAM

Introduction

The Middle East and North Africa region is witnessing a significant positive transformation in women leadership roles in the public sector, private sector, and civil society. This change aligns with the United Nations Sustainable Development Goals (SDGs), which view gender equality as a destination and an accelerator for progress on other SDGs. Current evidence from the governance, entrepreneurship, education, health and energy fields indicates that sustainable leadership in the MENA region is best achieved through inclusive development processes that clearly involve women as decision-makers and agents of change. Recent regional literature provides further nuance in favour of the idea that women's inclusion in politics, business and community leadership drives SDG progress with more comprehensive and sustainable policies and practices.

Political leadership and governance

Unlike in other parts of the world, women's presence in national parliaments, ministries and municipal councils, as well as in diplomatic positions across the Middle East and North Africa is on the rise. This increase widens the scope of policy discussions to include areas of education, health care, environmental care and protection, and economic inclusion. Where women are engaged in governance, the choices made regarding policies are influenced by a variety of needs and contribute to more balanced, resilient development processes. Ultimately, the presence of women in public life reinforces legitimacy, accountability and the inclusion of SDG-oriented policy making.

Entrepreneurship and sustainable innovation

Business ecosystems in the Gulf are creating women-led business in technology, renewables, sustainable agriculture and digital economy, while Egypt and North Africa boast women entrepreneurs running SMEs that provide jobs and solutions to social and environmental challenges in the context of SDGs (decent work, climate action, sustainable cities). This participation reflects a direct relationship between female leadership and innovations providing solutions to environmental and social issues in the region. Incorporating women into the corporate and entrepreneurial leadership is key in creating sustainable value for the organization as it diversifies the approaches to problem solving and risk assessment. Regional literature suggests that green HRM, ethical leadership, and gender equity strengthen the financial institutions' and large firms' environmental performance.

Education, health, and knowledge systems

Leadership development continues to be an important driver of leadership in the MENA region through education. The number of women graduates is large and represents a very large percentage; even in STEM areas, which are being fast developed to ensure the country's competitiveness in the world and national innovation. . In this pipeline, women can be mentors, role models, and policy advocates to foster organisational resilience as well as support transition to knowledge-based economies. Leadership development and curricular integration of gender equality strengthen organizational capacity to innovate and adapt to SDGs. In health and medicine, women's leadership strengthens mentorship, sponsorship and patient-centred care, resulting in improved health systems performance and gender equality outcomes (SDG3: health and SDG5: gender equality).

Culture, measurement, and accountability

To achieve inclusive sustainable leadership, multi-level reforms and robust measurement are necessary. In addition to policy levers such as board diversity requirements, governance disclosures, and targeted funding for leadership development, cultural supports including mentorship and sponsorship, flexible work arrangements are all necessary to normalise women's leadership in different sectors. Disclosure in sustainability reporting and external assurance can stimulate continuous sustainability improvement and can foster investing in women's leadership development.

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IntroductionPolicy and practice implications

The future of sustainable women leadership in the MENA region requires continued investment in inclusive policies that include the following key recommendations:

- Prioritize robust female leadership programs such as mentoring, sponsorship and flexible working policies to support caregiving responsibilities.
- Integrate gender equality into sustainability reporting, corporate governance and SDG-alignment processes and establish accountabilities.
- Promote public-private partnerships to expand women's presence in the technology sector, renewable energy, healthcare, education and social business.
- Adapt to regional sociocultural contexts; drawing on local leadership theories and cross-cultural collaboration literature to ensure relevance and effectiveness.

Conclusion

Inclusive development that includes women as key actors of sustainable leadership is a driver to the future of the region. Development strategies that engage women in key decision-making processes in politics, business, education and civil society are more resilient, more representative and advance SDGs faster. The promotion of women's leadership in MENA is not just about equity, but about smart, sustainable futures for everyone.



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FROM SOLIDARITY TO STRATEGY: THE DEEPENING UAE-EGYPT PARTNERSHIP

The strategic relationship between the United Arab Emirates (UAE) and Egypt has evolved in recent years due to aligned geopolitical interests, economic cooperation, and shared security concerns. Their friendship has transcended brotherhood to become one of the most significant alliances in the Arab world.

2013: A New Era of Strategic Alliance

The steadfast support of the United Arab Emirates to Egypt following the 2013 revolution and the emergence of the new Egyptian administration signifies an important turning point. Financial help and diplomatic engagement from Gulf nations, together with political backing, facilitated the stabilization of Cairo post-Arab Spring and the establishment of a new governance framework, enabling the Egyptian state to regain control over security and economic policies. The alignment was not founded on mere fraternal notions; rather, it was a strategic alliance of opposing interests, wherein both capitals recognized shared threats, particularly the ascendance of political Islam, and mutual motivations to uphold order and exert influence in the region.

The Security Cooperation Between the Two Brother States

Security constitutes a fundamental pillar of their bilateral cooperation. The UAE and Egypt have all strategic green flare spots between Libya and the Red Sea, where both parties seek to deter groups, they classify as disruptive forces and uphold maritime and territorial interests. The UAE's active security presence in the Red Sea and the Horn of Africa, characterized by outposts, naval access, and multifaceted ties in the region, lines up with Egypt's strategic necessity to safeguard the Suez Canal and maritime access points. Their policies collectively demonstrate a concerted effort to shape regional security frameworks and exert pressure in surrounding conflict zones.

Deep Economic Ties turning to Long-Term Investments:



PROF. (DR.) HEBATALLAH ADAM

The United Arab Emirates has shifted to long-term funding of infrastructure, energy, and contingency funds and has become one of the largest financial contributors of Egypt.

Under this assistance, a significant part was provided initially as budgetary support with political and military considerations. However, the priority today is to build sustainable interests in Egypt's development.

The trade relationship between the two countries is steadily increasing with the UAE being the second-largest Arab trading partner to Egypt. Between July 2022 and March 2023, trade volume increased to USD 6.6 billion. However, the real achievements are in the investment sector:

-The Ras al-Hikma is a USD 35 billion mega-development project, which is the largest single foreign investment in the Egyptian history. It will turn the Mediterranean coast into a financial, tourist and real estate center supported by ADQ (Abu Dhabi Developmental Holding Company).

-Renewable energy is another important sector. Emirati investments in solar farms, green hydrogen plants, and storage facilities have increased significantly in recent years. The Fertiglabe Emirati energy corporation has agreed to export green ammonia produced in Egypt to Europe. Masdar, the UAE flagship renewable energy firm also signed a land agreement with Infinity Power to begin 10GW mega wind project with Hassan Allam Utilities.

-Arcius Energy is a joint venture between ADNOC and BP that has invested in the Egyptian gas infrastructure which strengthens Cairo ambitions to be an energy hub in the East Mediterranean.

-UAE has also contributed to food security by providing a USD 500 million finance facility in wheat funding to Egypt- a buffer that is required against global commodity shocks over the past few years.

-Abu Dhabi Ports in cooperation with other Emirati players have taken long term access to concessions and development agreements in Egyptian ports and logistics zones, inhibiting UAE access to the Red Sea and Mediterranean trade routes, and establish the interrelations between the two countries on a commercial basis.

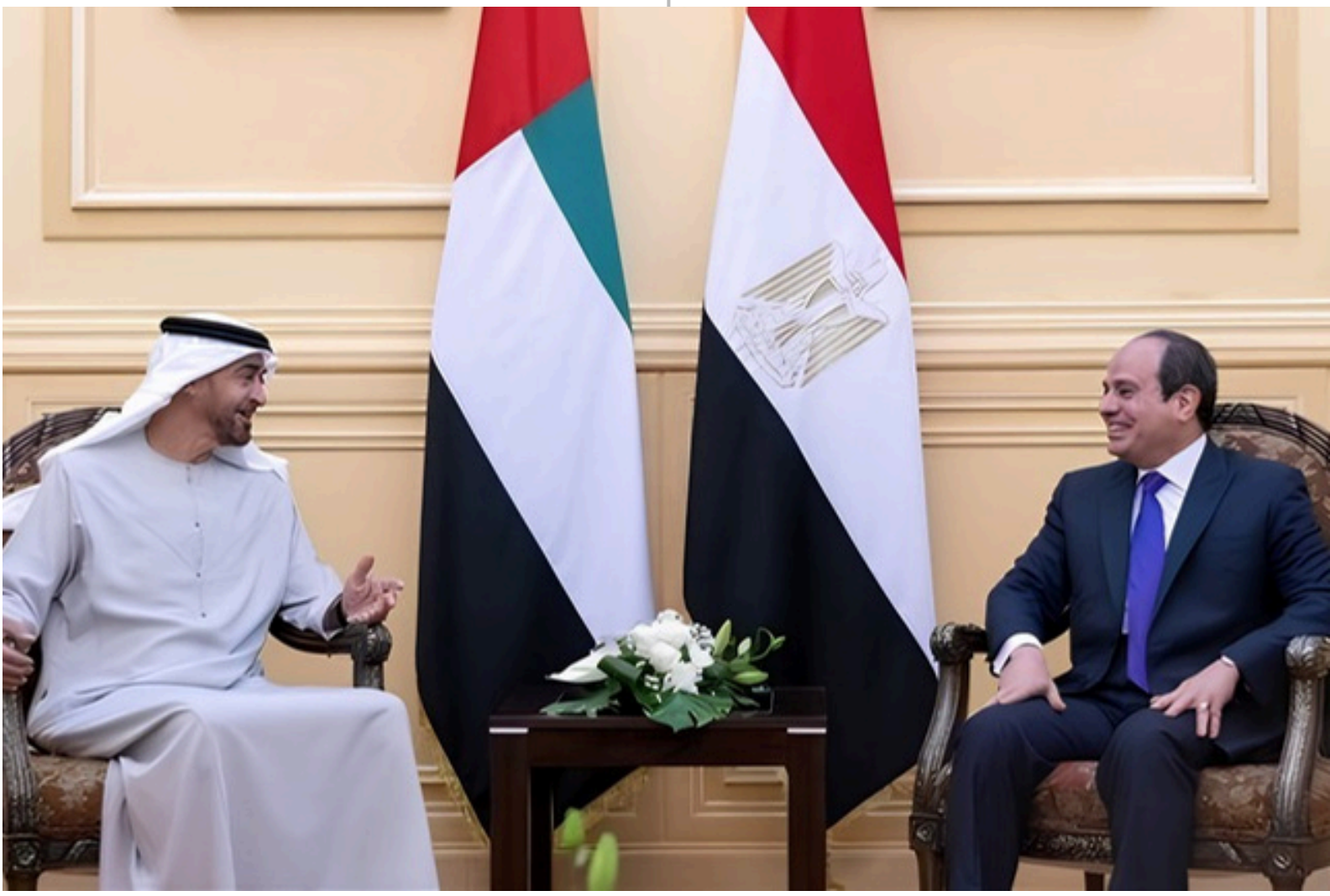
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These moves are a pointer to a shift in short term bailouts to deep integration. The UAE investments are not only friendly, but it ensures that there are long term investments in Egyptian economy, and it is directly involved in its development.

In December 2025, the UAE Minister of Foreign Trade **Dr. Thani bin Ahmed Al Zeyoudi** headed a high-level delegation to Cairo to develop a Comprehensive Economic Partnership Agreement (CEPA) with Egypt. Both sides confirmed to increase trade and investment opportunities. The discussions revolved around major aspects like rules of origin, free zone regulation, digital commerce, and services, and are indicative of an even more integrated economic system than conventional trade relations.

Conclusion: A Brotherhood tied to a Strategic Alliance

The UAE-Egypt relations are strong and deep, yet the actual motive in the UAE-Egypt relations is the fulfilment of geoeconomic ambition and geopolitical imperatives. Egypt has a unique geography, a solid population base and advanced military potential; the United Arab Emirates offers sufficient financial resources, the experience in the field of energy and the art of diplomacy. Altogether, this alliance has transcended fraternity discourse but has generated a long-term interest-based model of statecraft. The UAE-Egypt alliance is likely to form the future direction in the Middle East over the coming years.



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MIDDLE EAST BUSINESS RESILIENCE: STRENGTHENING SME STABILITY DURING CONFLICT

Business resilience has become increasingly important for SMEs across the Middle East as they navigate disrupted trade routes, rising fuel costs, and financial uncertainty. Geopolitical tensions continue to influence supply chains, cash flow, and operational continuity, prompting organisations to adopt structured approaches to maintain stability. This guide outlines the pressures SMEs are experiencing and the strategies that can help strengthen resilience in volatile conditions.

Pressures SMEs Are Facing Across the Middle East

Rising fuel and transport costs

Fuel price increases and higher freight charges are reducing margins. SMEs often feel these effects more quickly than larger organisations due to limited pricing flexibility and smaller financial buffers.

Supply chain disruption and export delays

Route closures, shipping delays, and increased insurance premiums are affecting delivery schedules and cash flow cycles. Many SMEs are evaluating alternative logistics options and exploring ways to reduce supply chain exposure.

Cash flow pressure and liquidity challenges

Slower customer payments, higher operating expenses, and fluctuating demand are creating liquidity strain. Maintaining reliable cash flow has become essential for operational continuity.

Economic and market uncertainty

Oil price volatility, currency movements, and shifting customer behaviour are making planning more complex. Leaders are seeking dependable financial forecasts and risk management frameworks to guide decision making.

Strategies to Build Business Resilience in the Middle East

Strengthening financial resilience

- Rolling cash flow forecasting
- Margin analysis and cost structure review
- Scenario planning across multiple outcomes
- Pricing strategies that maintain profitability

These measures help SMEs respond more effectively to cost increases and revenue variability.

Improving supply chain resilience

- Supplier diversification
- Inventory buffer planning
- Financial modelling of alternative logistics routes
- Risk assessment of critical suppliers



ADNAN HAROON
Managing Director BIMAC
Founding Regional Director
CFO Centre UAE

These actions reduce exposure to disruptions and support operational continuity.

Enhancing strategic decision making

- Dashboards tracking fuel prices, freight rates, and currency trends
- Data driven investment timing
- Capital allocation strategies during uncertainty

These tools help leaders make informed decisions in rapidly changing conditions.

Practical Steps SMEs Can Take Today

- Develop a 13 week rolling cash flow forecast
- Review supplier risk and diversify where appropriate
- Reprice or renegotiate contracts affected by rising costs
- Identify operational cost saving opportunities
- Assess funding options to extend financial runway

These steps can help strengthen resilience in the short term.

Frequently Asked Questions

How can SMEs manage rising fuel costs in the Middle East?

Cost sensitivity modelling, pricing adjustments, and operational efficiencies can help protect margins.

What financial strategies help SMEs during geopolitical conflict?

Rolling cash flow forecasting, scenario planning, and cost structure optimisation are key tools for maintaining stability during uncertain periods.

How can SMEs strengthen business resilience?

Improved cash flow visibility, risk management, and structured financial planning support more informed decision making during volatile conditions.

What are effective ways to manage supply chain disruption in the Middle East?

Supplier diversification, inventory buffers, and financial modelling of alternative logistics routes can help reduce risk and maintain continuity.

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THE NEW CURRENCY OF GLOBAL BUSINESS: TRUST, VISIBILITY & RELATIONSHIPS

The New Currency of Global Business: Trust, Visibility & Relationships

In today's rapidly changing business environment, having a good product or service is no longer enough. Businesses are competing not only on price and quality, but also on trust, visibility, credibility, and relationships.

A company may have an excellent product, but if people cannot find it, understand it, or trust the people behind it, opportunities can easily pass by.

This where modern marketing has evolved. Marketing is no longer simply about advertising a product. It is about building a reputation that people can recognize and relationships that people can rely on.

Visibility Creates the First Opportunity

Before entering into a business relationship, investors, clients, and partners often research a company online. They look at its website, social media presence, leadership, previous work, and overall communication.

Your digital presence has therefore become your first introduction to the world.

A professional website, consistent communication, valuable content, and an active digital presence can help a business establish credibility even before the first meeting takes place.

For businesses looking to expand internationally, this becomes even more important. Your digital presence allows your company to communicate its vision beyond geographical boundaries.

Trust Turns Visibility Into Business

Visibility alone, however, does not create long-term success.

People do business with organizations they trust.

Trust is built through consistency — consistent communication, transparent information, professional conduct, quality service, and genuine relationships.

This is why modern businesses must focus on creating meaningful communication rather than simply producing promotional content.

Every article, interview, social media post, meeting, and partnership contributes to the public perception of a business.

Reputation is built one interaction at a time.



BY AASIM ASLAM AWAN
CEO, Tri-Mesh Marketing | Official Social Media Partner, OBS – One Business Season

Relationships Create Long-Term Opportunities

The strongest business opportunities often begin with a conversation. A meeting between two business leaders can lead to a partnership.

A partnership can lead to investment. An introduction can open the door to an entirely new market.

This is why networking remains one of the most powerful assets in global business.

However, successful networking is not about collecting contacts. It is about building relationships with purpose — understanding each other's goals, identifying common interests, and creating opportunities where both sides can grow.

Connecting Businesses Beyond Borders

The future of business will increasingly depend on how effectively organizations connect across countries, industries, and cultures.

Initiatives such as OBS – One Business Season represent this changing business landscape by bringing together entrepreneurs, investors, business leaders, diplomats, and organizations from different parts of the world.

When visibility, credibility, networking, and collaboration come together, geographical boundaries become less of a limitation and more of an opportunity.

The next generation of successful businesses will not simply ask, "How can we sell more?"

They will ask:

"How can we build greater trust, create stronger relationships, and become more valuable to the global business community?"

That is where sustainable growth begins.

About the Author

Aasim Aslam Awan is the CEO of Tri-Mesh Marketing and the Official Social Media Partner of OBS – One Business Season, working in digital marketing, brand communication, and global business development.

OBS GLOBAL PHYSICAL EVENTS CALENDAR

EVENTS CALENDAR

OBS GLOBAL EVENTS CALENDAR 2026-2027: CONNECTING CONTINENTS THROUGH 28 INTERNATIONAL SUMMITS

Spanning 100 days across 28 countries, the OBS Global Agenda is designed to create unprecedented opportunities for business leaders, investors, entrepreneurs, and policymakers. Structured around five transformative phases—Ignite, Connect, Innovate, Expand, and Legacy—the summit aims to foster international partnerships, promote innovation, and drive sustainable economic growth.

Through business forums, investment summits, startup competitions, and government engagements, OBS is building a truly borderless ecosystem where ideas, industries, and opportunities converge on a global scale.



WEEKLY PHOTO GALLERY

















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50+ GLOBAL PARTNERS EVENTS
1,000+ SPEAKERS
10,000+ INVESTORS
1M+ VISITORS

CALL TO ACTION

JOIN OBS

STEP INTO A NETWORK OF ONE BILLION PEOPLE

Become an official member of One Business Season and gain exclusive entry to the world's most results-driven business platform. Connect with over 10,000 companies, access private deal rooms, and position your enterprise directly in front of global decision-makers looking to trade across 100 nations.

BECOME A STRATEGIC PARTNER

ALIGN WITH THE VISIONARIES OF GLOBAL TRADE

Position your institution alongside elite anchors like the Lahore Chamber of Commerce and Industry. As a Strategic Partner, your organization will co-create frameworks for high-value B2B and B2G opportunities, driving economic diplomacy and facilitating market connectivity across more than 60 countries.

SHARE INVESTMENT OPPORTUNITIES

LIST YOUR PROJECT ON THE $1 BILLION MARKETPLACE

Do you have a project ready for global scale? Submit your venture to the exclusive One B. Auctions asset marketplace. We seamlessly match thoroughly vetted projects in smart infrastructure, green energy, and technology with sovereign funds and private equity firms targeting substantial economic returns.



LAUNCH AN OBS CHAPTER

ANCHOR THE ECOSYSTEM IN YOUR CITY

Follow the trailblazing path of our São Paulo Chapter and lead the charge in your region. By launching a local OBS Chapter, you establish a powerful regional hub, positioning yourself as the primary gatekeeper for cross-border investments, sustainable technology partnerships, and local macroeconomic growth.

ATTEND UPCOMING EVENTS

EXPERIENCE TEN FLAGSHIP GLOBAL FORUMS

Maximize your reach by participating in our extensive 100-day calendar, featuring 10 flagship events, 40+ National Days, and dozens of specialized forums. Engage directly with over 1,000 thought leaders to explore sustainable smart cities, cleantech investments, and the digital innovations transforming the global economy.

REFER NEW MEMBERS

MULTIPLY THE POWER OF OUR GLOBAL NETWORK

The true value of a global ecosystem compounds through collective growth. Introduce fellow visionaries, high-growth startups, and influential asset owners to the OBS network. By expanding our community, you help strengthen the cross-continental pipelines that make our 100-day summit a results-driven engine of shared prosperity.



OBS | ONE BUSINESS SEASON

ONE VISION. STRATEGIC PARTNERSHIPS. LASTING IMPACT.

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THANK YOU

FOR BEING PART OF

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Building Business Without Borders



TOGETHER, WE **CONNECT MINDS, OPPORTUNITIES,** AND **INNOVATION**
TO CREATE A STRONGER, SMARTER, AND MORE UNITED TOMORROW.

ONE COMMUNITY
Global minds.
Shared vision.

ONE PURPOSE
Stronger together.
Greater impact.

ONE SEASON
One platform.
Endless opportunities.

ONE FUTURE
Building tomorrow,
today.

SEE YOU IN THE NEXT EDITION!

Let's continue building business without borders.

STAY CONNECTED. STAY INSPIRED. STAY AHEAD.

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ONE PLATFORM

30+
FLAGSHIP EVENTS
ANNUALLY

50+
GLOBAL PARTNERS
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1,000+ SPEAKERS
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