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## Your Membership

*Dear Members*

*For those of you who have paid your 2009 Membership Fee, thank you for continuing to support the Group. We hope you are enjoying our networking events.*

*For Members who have not renewed their membership or were approved for membership but have not yet paid their fee, we request you to do so as soon as possible.*

*Should you not be a paid up member by 31<sup>st</sup> May 2009 we will assume you no longer wish to be part of the group and your contact details will be removed from our database. You will no longer receive updates from us.*

see Diary Dates for 2009 on page 3

## Have You Visited Our New Website?

Our New Website might look a whole lot different but we have all the same added value facilities for you to use with some new ones coming up in the near future.

The IBWG Website is interactive and paid-up Members may log-in to access and update their own details to ensure we always have your current contacts. Members may also select whether or not they wish their contact details to be shown in the public areas of the website or only available to other Members on log-in.

Your log-in & password are forwarded to you when your application has been approved and will remain active as long as you are a paid-up Member. If you have misplaced your login just type in your username (your email address) and click forgot password – your password will be forwarded to your username email address.

You are able to access not only your own contact details and profile but, on a read only basis you can view the contact details and profiles of all your fellow members. We have some outstanding women in the group – the IBWG Committee are often blown away by the achievements, professionalism and caring nature of our members so visit some of the profiles and find out about your colleagues and their aspirations.

Don't forget the Notice Board – this is a great way to pass information of interest to or on special offer for our members - You are able to submit items online. Use It or Lose It ... You will miss out on opportunities if you don't use this medium to reach out to members and their friends.

see IBWG Achievement Wall Format on page 4

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"I believe that nowhere else in the world would I find the support of as many dynamic and entrepreneurial women as we have in the IBWG and Dubai. I am constantly in awe of the women I meet. I feel privileged to know them and to call many of them friends"

**Valerie Abernathy – IBWG Committee Member**

<http://www.ibwgdubai.com/>

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## Tips for Entrepreneurs

Have a look at your advertising, sales materials, brochures & any other promotional material. Take a couple of highlighters, in one colour highlight anything about you, with the other, anything that's about your customers. If more than half the content is about you, you're not being customer-focused.

It's a common mistake because it's easy to talk about your product, but not so easy to get inside the head of your customer.

[www.smartCompany.com.au](http://www.smartCompany.com.au)

## Sheikh Mohammed bin Rashid Establishment for Young Leaders

has initiated Entrepreneur Business Village (EBV), envisioned as a business acceleration and incubation park. The 1 million sq ft business park facility in Deira's business district next to the Clock Tower will reach out to UAE national as well as mix ownership companies.

The goal of EBV is to transform Dubai into the "Entrepreneurship Capital of the region". The project is scheduled for completion in Second Quarter of 2009.

EBV has contacted IBWG with a view to a potential opportunity for a mutually beneficial "Partnership" where entrepreneurs, start-up businesses as well as Small & Medium Enterprises, wishing to gain a foothold in Dubai can benefit.

Watch this space for more news on this outstanding initiative.

## Next Breakfast - Monday 25<sup>th</sup> May

**Topic : Sharing knowledge & experience with the next generation of business women** - Career mentoring & developing people. Do you have the time, inclination & opportunity to develop future business women & is there enough eager emerging talent in Dubai? Who was your most memorable career mentor?

This is one of the areas where IBWG is looking to support up-and-coming young entrepreneurs & school/university graduates. If you would like to offer your services as a mentor please come along to this breakfast and register your interest. We will include you in our database & call on your experience when it is needed.

## Next IBWG Workshop - Saturday 6<sup>th</sup> June Leadership & Coaching - Bola Awoyonka

Bola is a vibrant, customer focused skills development trainer and a Certified Master Practitioner of NLP. With a corporate background in sales, business development and customer services, her career path has covered the UK, Germany and almost 14 years based in the Middle East.

Her experience working with a diversity of nationalities coupled with her background in the corporate world enables her to provide tangible examples, rather than just dry theory. This hands-on approach, filled with a specialists' technique, motivates everyone to get moving towards results that are in reach! Communicating easily at all levels across the board, Bola uses her high energy delivery together with humour to stimulate, empower and encourage her participants to transform themselves, directly achieving higher levels of performance from implementing newly learnt skills whilst having fun. Her passionate training sessions achieve maximum benefit and strive for transparent and tangible results.

Workshop Agenda & Booking Flyer out on Monday 16<sup>th</sup> May – check your inbox

## Diary Dates for 2009

	Luncheon	Breakfast	Workshop
May	Tuesday 12 <sup>th</sup>	Monday 25 <sup>th</sup>	
June	Tuesday 9 <sup>th</sup>	Monday 29 <sup>th</sup>	Saturday 6 <sup>th</sup>
July	Tuesday 14 <sup>th</sup>	Monday 27 <sup>th</sup>	
August	Tuesday 11 <sup>th</sup>	Ramadan	Saturday 1 <sup>st</sup>
September	Tuesday 8 <sup>th</sup> (Iftar)	Monday 28 <sup>th</sup>	
October	Tuesday 13 <sup>th</sup>	Monday 26 <sup>th</sup>	Saturday 3 <sup>rd</sup>
November	Tuesday 10 <sup>th</sup>	Monday 30 <sup>th</sup>	
December	Tuesday 8 <sup>th</sup> (evening)	New Year	Saturday 12 <sup>th</sup>

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*Please put these dates in your Outlook, mobile phone and diary so you don't miss out on any of our exciting 25<sup>th</sup> Anniversary events*

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*Don't forget our website address .....[www.ibwgdubai.com](http://www.ibwgdubai.com)*

## April Luncheon - Retaining Your Key Talent in Difficult Times

Steve Ashby provided a very informative presentation on this important aspect of managing your staff. In his Summary to the presentation Steve re-iterated:

- Retaining Talent relies on a context:
  - How your business is run
  - How your leaders lead
- Strong HR systems are imperative
- Be sure they really are your key talent
- Courageous communication is a must
- Be innovative, engaging and flexible
- Be ready to recruit

We have been spoiled by members in the past and again in April, member Purnima Jagtiani, an artistic designer of exquisite fashion accessories, gave each member in attendance a lovely bracelet, and Mica Ruzmanovic, owner of Micanova Dental Clinic, issued vouchers for free consultations and discounted services.

## April Breakfast - Managing Your Business Reputation

Great Feedback and lots of good tips from our members and their guests ... Managing Your Business Reputation is something that everyone is thinking about in the current circumstances.

The buffet breakfast provided by Asado at The Palace is outstanding (we even had Eggs Benedict this time) and the venue is perfect for this event dedicated to networking and sharing best practice.

### Office 2003 Support declining

Office 2003 users have a hard choice now that main support for their software is ending.

Microsoft has quietly announced that the main lines of support & updates for Office 2003 stopped on 14 April 2009.

From 14 April 2009 there will be no more updates for Office 2003 except for security patches and anti-spam definitions.

Office 2003 users now can choose to stick with Service Pack 2 but no access to future security updates, or 'upgrade' to Service Pack 3 (SP3) and deal with the consequences of some arbitrary & 'features' imposed in the service pack

## Your Contribution

If you have any interesting news or information that you would like to pass on to your fellow members use the Notice Board on the Website

## Do you have something for the IBWG Achievement Wall?

*Another reminder - have you achieved something spectacular, great or just plain terrific. An award - a recommendation - sponsorship - any outstanding event that you would like recognition for.*

*Please email us at [susharyn@ibwgdubai.com](mailto:susharyn@ibwgdubai.com) & we will nail them to our Achievement Wall & celebrate all of these at our end of year gathering*

Please send your entry to [susharyn@ibwgdubai.com](mailto:susharyn@ibwgdubai.com) in the following format:

**Name:**

**Company:**

**What You Achieved (25 words)**

**When You Achieved (date)**

These achievements should be here in the UAE affecting the local market & your local products or services. The IBWG takes no responsibility for the accuracy of your statement & will remain totally impartial in any disputes which may arise as the result of your claims.

### International Business Women's Group

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## Dubai Code of Conduct – Part I

The "Rules of Conduct in Dubai" were prepared by the Executive Council under the direction of HH Sheikh Hamdan Bin Mohammed Bin Rashid al Maktoum, Crown Prince and Chairman of the Council.

The aim of this document: - This guide aims at setting the standards for social ethics and mutual respect that shall be followed by all of Dubai's citizens, residents and visitors in respect of the Emirate's culture, religion and habits.

**Traditional:** - Dubai's culture is rooted in Arabic and Islamic tradition Dubai is built on foundations that are rich in history and tradition. Dubai is a forward- looking society that is equally bound to its culture and heritage. Its religion is Islam, the timeless values of which lie at the heart of Dubai's living heritage, providing strength and inspiration that touch all aspects of everyday life. Dubai holds the family as the most important institution in society and the cornerstone of societal life.

Dubai is a city that is proud and rich in its tradition, with its remarkable combination of the traditional values of the East, in terms of modesty, and the technologies of the West, in terms of development.

Dubai is keen on protecting and promoting its traditions as conveyed by Islam, as well as its Arab identity and culture. This makes Dubai a traditional and socially conservative yet progressive, open and tolerant city.

**Tolerant:** - Dubai has always been renowned for its tolerant outlook Dubai has built a reputation for being open to new ideas and ways of doing things. This has enabled Dubai to become a global centre for innovation, tourism and business.

Living and working in an environment of open-mindedness and tolerance has encouraged many to have the confidence to discover their true calling in life, knowing that they will be supported and nurtured in their endeavours. This has enriched life in Dubai, just as Dubai's spirit of freedom has enriched the lives of so many individuals.

From a business point of view, the reason why so many international companies have chosen to invest in Dubai is again Dubai's pragmatic, open attitude. Thousands of companies have flourished in the Emirate's free zones and commercial centres operating to global standards of governance and efficiency.

In line with Islam's tradition of tolerance and openness, freedom of faith and practice is a reality in Dubai. This has allowed other belief systems to flourish in Dubai, a demonstration of Dubai's respect for diversity.

Sophisticated: - Dubai is a city with style and charisma. Dubai has successfully fused sophistication with charm. It has redefined the meaning of luxury with its stunning hotels, award-winning restaurants and its position as an international shopping destination.

Dubai provides an open environment where talented professionals can build their careers and entrepreneurs can create exciting opportunities on the back of world-class infrastructure and continuous government-led innovation. Tourists and residents alike can experience the finest service, state-of-the-art technology and exquisite luxury.

Dubai has also brought the meaning of sophistication to life by attracting worldwide media attention and high society, in addition to an ever-expanding list of sophisticated and stylish cultural, social, economic and sports events.

Energetic: - Dubai has an aura of vitality and a get-up-and-go spirit. Visitors are struck by the ingrained optimism and spirit of adventure and innovation that permeates through all layers of the community. To a holidaymaker, a business traveler or a resident, Dubai is a place where there is always something exciting to see and do.

This energy gives people from around the world the opportunity to make their ambitions a reality. Many artists, entrepreneurs and engineers come to Dubai to seek inspiration and new ways of looking at things.

They are also attracted by Dubai's unique entrepreneurial spirit. Since the days of the pearl diving industry, Dubai has been a place of successful trade. Traders have therefore learnt to be skilful and shrewd, to anticipate global changes and use them to their local advantage. This can-do spirit is an important driving force that filters through the 'open for business' culture.

Embracing: - Dubai aims to bring together the best in people. Dubai's success is based on the vision and commitment of its leadership, the generosity and aspirations of its people and the contribution of many people from different parts of the world, many of whom have chosen to make Dubai their permanent home. This creates a blend of many cultures that coexist peacefully.

With over 150 nationalities, Dubai is a rich melting pot that provides opportunities for people to meet, discuss ideas, innovate and forge new business relationships. Dubai's streets and shopping malls are alive with numerous languages, customs and cultures.

Dubai also brings together tradition and modernity, as the past, present and future live harmoniously together, each drawing strength from the other. As such, Dubai is an international symbol of how different cultures can achieve mutual enrichment through sharing their ideas and experiences.

Therefore respect for one another's values and culture is intrinsic to Dubai's residents who assimilate courteously into the community by adopting a spirit of tolerance.

**See next month's News Flash for Part II of Dubai's Code of Conduct**