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NOVEMBER 2023

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BUSINESS

ENQUIRER

ISSUE 119

THE GATEWAY TO BEAUTY AND OPPORTUNITY

OMAN AIRPORTS

EQUITY GROUP HOLDINGS

INNOVATIVE BANKING SUPPORTS AFRICA'S GROWTH



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A WORD FROM OUR TEAM

Welcome to November 2023's release of Business Enquirer - Issue 119, where we embark on an exciting journey to explore the stories of remarkable organizations that are shaping industries, economies, and the lives of individuals.

In this edition, we are privileged to feature the remarkable journeys of Oman Airports, Fastenal, Equity Group Holdings, and several other global leaders whose innovative spirit and unwavering dedication are a source of inspiration.

Oman Airports invites us to explore their remarkable role as the gateways to Oman's unique blend of tradition and modernity. We delve into their vision to create world-class airports, enhancing the traveler's experience and contributing to the nation's growth.

Fastenal, a stalwart in the world of industrial distribution, reveals how their commitment to innovation and customer service has propelled them

to become a global leader, connecting businesses and industries with essential supplies.

Equity Group Holdings takes us on an insightful journey into the realm of banking and financial services, showcasing their pivotal role in driving financial inclusion and socioeconomic transformation across East Africa.

These represent only a fraction of the compelling narratives within this edition. Each article delves extensively into the vision, proficiency, and unwavering commitment to excellence that characterise these businesses, profoundly influencing their respective industries.

We hope these stories inspire you as much as they have inspired us in bringing them to you.

If you have a business story you wish to share in 2023, please contact our Head of Production via production@busenq.com



Laura Watling
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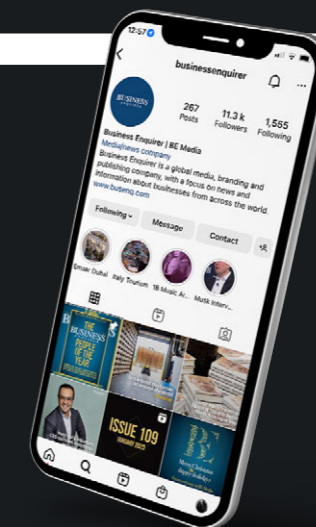
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MOST SUCCESSFUL EU COMPANIES BY PROFIT PER EMPLOYEE

Research in partnership with global fintech group Plus500 compared the top 100 companies in Europe (by market cap), looking at profit in 2022 and dividing by the number of employees that work within the company. This gave the amount of profit that the company makes per every employee that works there.



Hapag-Lloyd



1 – Hapag-Lloyd – Germany

Hapag Lloyd is a German international shipping and container transportation company. With over 250 vessels Hapag Lloyd employs 12,499 land staff and 1,609 sea staff. In 2022 Hapag Lloyd recorded profits of over £14 billion – a very strong financial performance, and almost £6 billion more than 2021. This means that the company earned £1,058,898.94 per employee, which is almost triple that of Shell in second place.

Profit per employee: £1,058,898

2 – Shell

Shell plc is a British multinational oil and gas company. Shell doubled its 2021 profits making £31 billion in 2022 and has over 86,000 employees worldwide, which means per employee the company makes £365,041 of profit per employee.

Profit per employee: £365,041

3 – BP

In third is another British multinational oil and gas company. Profiting £22 billion in 2022, much like Shell, BP's profits also doubled from 2021. BP does have slightly fewer employees than Shell with 67,000 worldwide. This means per each employee BP made £325,081.

Profit per employee: £325,081

4 – ENI

In fourth is another multinational energy corporation, and another one of the seven 'supermajor' oil companies, this time originating in Italy. ENI profited £10 billion in 2022 with only about 32,000 employees globally. This equates to £324,293 per employee.

Profit per employee: £324,293

5 – Rio Tinto

Rio Tinto Group is an Anglo-Australian company that is the world's second-largest metals and mining corporation. In 2022 profit was around £16 billion which was down from 2021's figures of around £22 billion. This means that in 2022 each of Rio Tinto's 53,000 employees made £299,581 profit.

Profit per employee: £299,581

6 – Maersk

Maersk is a Danish shipping and logistics company founded in 1904, business activities include shipping, port operation, supply chain management and warehousing. Due to its vast range of operations, Maersk has a larger workforce with over 100,000 people. However, with profits of £24 billion in 2022, this equates to £233,163 per employee.

Profit per employee: £233,162

7 – Ferrari

Founded in 1939 by Enzo Ferrari, Ferrari has been a leader in luxury sports and supercar manufacturing since its inception. However, almost half of the company's revenue actually comes from merchandise and not cars. Despite profiting only £1 billion in 2022, Ferrari made £227,364 per employee due to the company only employing just over 4,500 people.

Profit per employee: £227,364



8 – Ørsted

Ørsted is the second Danish company in this list, and the fourth energy company. However, Ørsted's main production is renewable energy sources rather than oil and gas. The company's philosophy lies in transforming the energy industry to fight climate change. Much like Ferrari, Ørsted has a very small workforce of only 8,000 employees, and with a profit of £1.7 billion that is equal to £216,150 of profit per employee.

Profit per employee: £216,150

RioTinto



9 – Hermes

Hermes is a French luxury design house established in 1837. It specializes in leather goods, lifestyle accessories, home furnishings, perfumery, jewellery, and watches. In 2022 the French fashion giants made around £3.8 billion in profit and they only hire around 19,000 employees. This means that Hermes makes £197,722 profit per employee.

Profit per employee: £197,722



10 – British American Tobacco

British American Tobacco plc is a British multinational company that manufactures and sells cigarettes, tobacco and other nicotine products. In 2022 this company made around £8.2 billion, and with 51,000 employees that equals £162,120 profit per employee.

Profit per employee: £162,120

Ørsted



A spokesperson from Plus500 commented: "Europe boasts some of the biggest and most innovative companies across the globe, companies that have grown exponentially as part of the development of a thriving and diverse economy. Many companies now generate significant revenue. However, having fewer employees doesn't always equate to more revenue and profit per employee. Undertaking research into profitability per employee metrics is important to consider before taking a position in or trading the stock of these listed European giants. After all, more high-quality employees can often lead to higher output and in turn more customers, better customer retention, enhanced profitability and superior returns."



PIP INTERNATIONAL: LEADING THE PLANT-BASED PROTEIN REVOLUTION

Christine Lewington, the visionary CEO of PIP International (PIP), is spearheading a plant-based protein revolution. Based in Lethbridge, Alberta, Canada, PIP International has emerged as a frontrunner in the global protein industry. With over two decades of experience herself, Lewington and her dedicated team are tackling the most pressing challenges facing the plant-based protein sector.

Innovative Pea Protein Extraction

At the heart of PIP's success lies its revolutionary, patented technology. The innovative process gently extracts protein from yellow peas, preserving its functional properties. Located in a converted craft brewery within Lethbridge's city limits, PIP's pilot processing facility has become their hub for sustainable and cost-effective protein production. The company's wet fractionation facility is conveniently situated off Highway 3 where they process regionally sourced peas from Alberta and Saskatchewan into PIP's Ultimate Pea Protein isolate called, UP.P™. Solving the bitter taste and poor functionality currently plaguing pea proteins on the market, UP.P™ is now used in a broad range of plant-based protein products such as beverages, ice cream, confections, bars, shakes, vitamins, and more.

A Game-Changing Technology

Underpinning PIP's success is a transformative coercion technology,

exclusively licensed for use and sub-licensing by the company. This technology combined with other advanced technologies sets PIP apart in the food manufacturing space. Furthermore, PIP's dedication to traceability, from seed to final protein, demonstrates its commitment to sustainability and environmental stewardship. In addition, PIP is implementing a comprehensive digitization and IoT infrastructure to allow further automation and growth.

Global Expansion and Impact

Lewington's ambitious plans extend beyond Canadian borders, as PIP is set to make a significant mark on the global plant-based protein market, with plans to expand into major markets such as Europe and South Korea. One of PIP's most notable achievements is its ability to create high-quality pea protein at a low cost and tackle the affordability required to truly compete. Through a combination of innovative production processes, the company offers its premium products at prices below or equal to industry pricing.

An Innovative Project with a Purpose

The company is driven by a team of food industry experts with decades of experience in design, operations, and business. PIP's additive-free, neutral-tasting, and affordable pea protein is reshaping the industry and setting a new standard for sustainable protein solutions. PIP's mission revolves around sustainability



and affordability. The company's disruptive extraction technology significantly reduces water which in return also reduces power and natural gas usage thus, contributing to environmental preservation on the baseline of the business. Integrating their innovative Total Energy System with the new process equals the most sustainable pea protein available in the industry.

A Vision for Wellness and Climate Action

PIP's mission extends beyond profit; it aims to heal the world through accessible, sustainable, and great-tasting protein. PIP's protein is also changing the perception of protein by promoting plant-based products as an enjoyable solution for a healthier, more sustainable world.

PIP International is more than a plant-based protein producer; it is a bright light in the food industry and an integral part of Canada's Premier Food Corridor. The company's investments and innovations maximize new product development, create value-added economic streams, and contribute to environmental conservation. In the fight against climate change, PIP is a cutting-edge agri-tech company leading the way in sustainable food processing. Under Lewington's leadership, the team at PIP has not only cracked the code for plant proteins but is also rewriting the future of protein.

PIP International is poised to become a global leader in the plant-based protein industry, positively influencing both individual wellness and the global environment.

Learn More at: www.pip-international.com

Contact Us at: inquiries@pip-international.com



IHG HOTELS & RESORTS RENEWS CLARK ATLANTA UNIVERSITY PARTNERSHIP TO HELP BUILD EARLY CAREER TALENT PIPELINE

CAU Leaders and Students, Atlanta Mayor's Office, Join IHG to Celebrate Partnership and Unveil New Student Lounge



ATLANTA (October 24, 2023) – Clark Atlanta University (CAU), the first Historically Black College and University (HBCU) in the southern United States, and IHG Hotels & Resorts (IHG), one of the world's leading hotel companies, hosted an event earlier this month highlighting the importance of corporate HBCU partnerships to support student success. Together with CAU students and leaders, IHG announced it would again renew its commitment to CAU as a Premier Corporate Partner for 2024 and unveiled a renovated student lounge at the School of Business.

During the event, students participated in an engaging Q&A panel discussion with Clark Atlanta University President Dr. George T. French, Jr., Dean of the School of Business Dr. Silvanus J. Udoka, and IHG CEO of the Americas Jolyon Bulley who shared valuable insights on pursuing fulfilling careers, embodying leadership traits and taking risks.

Courtney English, Chief Policy Officer and Senior Advisor to Atlanta Mayor Andre Dickens, attended and underscored the importance of the Atlanta business community's support of both local HBCUs and the students' educational and career pathways will ultimately ensure that Atlanta's diverse economy prospers.

Dr. George French, President, Clark Atlanta University, said: "Corporate partnerships with forward-thinking companies like IHG help contribute to the success of



Clark Atlanta University students. Friday's event was a great example of how the business community can support HBCUs and introduce new career opportunities to students who are ready to excel. I would like to thank IHG for its continued commitment to CAU and helping to forge a path for the next generation of leaders."

Jolyon Bulley, CEO, Americas, IHG Hotels & Resorts, said: "The students at Clark Atlanta University have shown so much, energy, passion, and aspiration to learn and be great leaders. We're pleased to continue partnering with CAU and open even more doors to opportunity for diverse

students. The talent and potential of these young professionals is clear to see, and I look forward to having more of them come through IHG's doors."

As a Premier Corporate Partner to CAU, IHG supports students' academic experiences in a variety of ways, including preparing students for interviews and resume building as part of the school's annual career week, and IHG also recruits CAU students for internship and full-time employment opportunities. Since the partnership was announced, IHG has invited six CAU students to intern within the organization and hired two CAU

graduates in full-time positions at IHG's Americas headquarters. Additionally, IHG looks forward to offering students access to its IHG Skills Academy virtual learning platform featuring resources for professional skill development and careers in hospitality.

The CAU and IHG partnership also is part of IHG's broader pledge to make meaningful progress on its diversity, equity and inclusion (DEI) commitments.

For more information on IHG's commitments to Listen & Learn, Advocate and Act, visit ihg.com/standtogether.



NASSER AL-KHELAÏFI, TURNING PSG INTO A MAJOR PLAYER ON AND OFF-THE-PITCH.

Nasser Al-Khelaifi is Chairman and CEO of Paris Saint-Germain. The Qatari is also chairman of beIN Media Group, QSI and DIGITURK. A former professional tennis player, Al-Khelaifi is the president of the Qatar Tennis Squash and Badminton Federation. In France Nasser sits on the board of the French Professional Football League and on a European level is a member of UEFA's Executive Committee and is the ECA Chairman (European Club Association).

When Qatar Sports Investments (QSI) acquired PSG in 2011, Nasser Al-Khelaifi was named the club's 17th president. Under Al-Khelaifi's leadership, a clear strategic plan was established to develop the club into a major player on the European and international football stage, while being a force for good off-the-pitch.

Over the subsequent few years, PSG was propelled to the top of men's football, both in France and in Europe, winning 8 out of 10 domestic league titles and – in August 2020 – reaching the final of the men's UEFA Champions League for the first time in the club's 50-year history. With Al-Khelaifi at the helm, the club has also developed its women's football team – Paris Saint-Germain Féminines – which is now a leading force in Europe; and Paris Handball Club who have been champions of Ligue Nationale de Handball Division 1 every season since 2015. Finally in 2017 Nasser Al-Khelaifi also established PSG Judo continuing the club's expansion in sport.

While sporting success is key, Nasser's Al Khelaifi's recognition of the club's supporters and the wider community of Paris off-the-pitch has also been of critical importance to the club's development. Al Khelaifi is proud to spearhead the invaluable work of the Paris Saint-Germain Foundation, whose fundraising has tripled under Al-Khelaifi's tenure. The Foundation strives to help disadvantaged children in France and abroad, working with NGOs, schools and other organisations all around the world. Since 2000, almost a quarter of a million children have benefited from the Foundation's work. At the same time, the club has invested enormously in the infrastructure of Paris, from the stadium to the training facilities and a range of community-led projects.

Further, as one of the world's leading international sports businessmen, Nasser Al-Khelaifi has also turned the club around commercially, forging innovative partnerships with major international brands such as Air Jordan. The club is now seen as both a football brand and a fashion brand, while its fan base internationally has grown enormously. Today, PSG has become a truly global brand, proudly representing Paris and its people on the international stage, while being the hallmark of excellence in France.

Paris is one of the greatest cities in the world and my aim as President has been to build a club that the city deserves. We are now one of the leading sporting institutions internationally – both on and off the pitch – while always placing our local community at the heart of everything we do. I am very proud of what we have collectively achieved at PSG in such a short time – for our fans and for our wider community – and I'm excited for our future ahead.

NASSER AL-KHELAÏFI
PRESIDENT AND CHIEF EXECUTIVE OFFICER OF PARIS
SAINT-GERMAIN

Nasser Al-Khelaifi
Born 12 November 1973 in Doha,
Ad Dawdah (Qatar).

- Chairman and CEO of Paris Saint-Germain
- Chairman BeIn Media Group, owners of beIN SPORTS, MIRAMAX and Digiturk
- Chairman of QSI
- Board Member, Qatar Investment Authority, French Professional Football League and Premier Padel
- President of the Qatar (Padel) Tennis, Squash and Badminton Federation;
- Chairman of ECA;
- Member of UEFA Executive Committee.

en.news.psg.fr



AVIATION

OMAN AIRPORTS
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THE GATEWAY TO BEAUTY AND OPPORTUNITY

It will come as no surprise that global air travel has nearly reached a recovery point from the Covid pandemic. In 2023, the global airline industry's passenger air traffic revenue is expected to amount to \$522 billion. This represents a 19% increase on 2022, and just 14% shy of a pre-pandemic peak of \$607 billion.¹

Oman Airports, which oversees a portfolio of seven airports in the Sultanate of Oman, can, too, attest to the recovery of the industry.

"The 2022 year marked the beginning of a recovery in terms of both passenger levels and financial performance," shared Oman Airports CEO, Aimen Ahmed Al Hosni, "As we closed 2022 with 9.9 million passengers, we witnessed yearly growth of 121%, and more importantly 56% recovery of pre-Covid figures in 2019".

The Airports Council International (ACI) believes that this growth will continue, with global passenger traffic predicted to reach 19.3 billion by 2024, and 23.9 billion by 2050.

Affiliated with the Oman Investment Authority, Oman Airports is looking to support this industry growth as well as the nation's Vision 2040 strategy for sustainable progress and development, with Aimen guiding his team on several measures.



مطارات عُمان
Oman Airports

OMAN AIRPORTS

PROJECT DIRECTED BY:
REECE PLANE

ARTICLE WRITTEN BY:
LAURA WATLING

¹ <https://www.statista.com/statistics/263042/worldwide-revenue-with-passengers-in-air-traffic/>

An Award-Winning Network of Airports

Oman Airports is responsible for the management of Muscat International Airport, Salalah International Airport, the regional airports of Sohar and Duqm, and three Petroleum Development Oman (PDO) airports in Marmal, Qarn Alam, and Fahud.

During his time within the company, Aimen has had many hands-on experiences with the airports, including leading the launches of Salalah International Airport in 2015, Muscat International Airport in 2018 and Duqm Airport in 2019.

Under his leadership, Muscat International Airport has received multiple awards and accolades. And recently, Salalah has excelled as an airport delivering best-in-class services. In 2023, it received the prestigious 5-Star Airport Rating from Skytrax for the fifth consecutive year.

In addition, Salalah International achieved exceptional results at the 2023 Airport Service Quality Awards (ASQ) organised by Airports Council International (ACI) in collaboration with Amadeus IT Group. In the Two Million Passengers Per Year category, Salalah Airport earned the “Most Dedicated Staff” award, “Easiest Airport Journey” award, “Cleanest Airport” award, and “Best Airport at Arrivals” award for the Middle East region.

“We are very proud of the recognition we have received. This comes as a result of the tremendous effort put into enhancing our airports in order to achieve the highest operational excellence,” explained Aimen.

With many successes under its belt, Oman Airports is on a mission to enable global and national connectivity while being a key contributor to growth in the country, considering its network of airports as “Gateways to Beauty and Opportunity”.

“Our aim is to create exceptional travel experiences for all Oman Airports’ airport users, which I can confidently state we are achieving,” Aimen added.





Revolutionising the Airport Experience

Oman Airports prides itself on implementing initiatives which go beyond providing the standard single-slot offering for airlines, and deliver a compound array of services. This includes ground and cargo handling services (via its subsidiaries TRANSOM SATS Cargo and TRANSOM Handling), and an integrated service for its airline clients' passengers.

The company has a number of infrastructure projects underway, one of the most significant of which is the southern runway construction at Muscat International Airport. This runway will support the northern runway, and both runways shall improve air traffic flow in the airport.

Amongst its many projects to ensure Oman Airports are recognised as industry leaders, is its digital transformation strategy.

The strategy has been developed to revolutionise the airport experience, while creating an efficient digital culture within the organisation.

Focussing on the passenger, measures are being implemented to enhance the traveller experience by adopting and implementing new technologies and combining these with current services.

"Without a doubt, this digital culture will be an important factor to successfully complete our transformation journey," said Aimen.

In addition, the organisation is investing into the development of ICT personnel. The department has identified three areas that the transformation journey requires: Inspire Innovation; Create digital cooperation; and Foster sustainable digital growth.

With this in mind, Oman Airports' subsidiary, TRANSOM Handling, has recently launched its new Maraheb off-airport check-in procedure service for passengers, supporting Oman Airports' efforts to improve overall passenger experience.

Supporting National Visions

Supporting the Omani government's strategy to achieve both its Vision 2040 and carbon neutrality by 2050, Oman

Airports have recognised its responsibility to implement innovative measures.

"We acknowledge our responsibility to measure, monitor and reduce carbon emissions associated with our airports, and to optimise our environmental sustainability strategy for a greener future," shared Aimen, "to support the government's vision, we are seeking to maximise synergies between the government sector, the private sector, and civil sector," he added.

Ensuring sustainable measures are factored into all decisions has seen the management company receive further recognition from the aviation sector.

In 2023, Salalah Airport was awarded the Carbon Accreditation Certificate from the

ACI with an upgrade to the third level, whilst Duqm Airport has succeeded in reaching the first level of the program, and Muscat International the second level.

“These carbon accreditations reflect Oman Airports’ environmental commitment, as well as our efforts to adopt clean energy projects at affiliated airports in order to welcome in zero-carbon neutrality by 2050, within the framework of Omani government strategy,” commented Aimen.

Maximising the Potential in Aviation

With the airline industry nearing recovery post pandemic, Oman Airports and its partners are now building strategies for the future to ensure the long-term success for Oman’s tourism sector.

“We are working closely with our strategic partners - the Oman Tourism Development Company, the Ministry of Heritage and Tourism, the Royal Oman Police, as well as our National Carriers and the Civil Aviation Authority to maximise the potential that exists within the market, while ensuring greater service integration and synergy across all services, for all airport users,” shared Aimen.

The organisation's longer-term growth strategy is guided by five strategic business drivers, forming part of its 2023 – 2027 Business Plan: People Well-being; Operational Excellence; Business Growth; Environmental Sustainability; and Customer Experience.

“Each serves to enable global and national connectivity, and to ultimately create exceptional travel experiences for our airport users. They are also designed to stimulate growth, and increase revenue across all market segments,” added Aimen.

People, Aimen believes, are integral to the organisation’s success, and an aspect which he finds a source of leadership inspiration.

“Since my first day as CEO of Oman





مسقط
MUSCAT
INTERNATIONAL AIRPORT

Airports in 2015, I kept a strong focus on investing in Omani talent to develop the future leaders of the aviation sector in Oman, achieving a record-breaking Omanization rate of 98%. This has remained one of my personal career highlights at Oman Airports – along with the numerous awards and accolades each of our airports have achieved over the last few years,” shared Aimen.

Considering his leadership values, Aimen highlighted that remaining close to his team is one of the crucial skills that has served him in delivering messages and insights easily and more efficiently, enabling team members to take positive action.

“The youth of our world represent our future – and the future of the world’s airports and aviation industry. Therefore, my message to aviation leaders of today is to encourage our young professionals working in the industry to keep innovating, to keep creating, to keep dreaming, and to keep working towards a future that they can truly be proud of,” he concluded.

www.omanairports.co.om



BANKING

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INNOVATIVE BANKING SUPPORTS AFRICA'S GROWTH

Equity Group Holdings (Equity) are focussed on the bigger PICTURE in banking.



EQUITY GROUP HOLDINGS

PROJECT DIRECTED BY: JAMIE WAITE

ARTICLE WRITTEN BY: LAURA WATLING

Established in 1984 as Equity Building Society, which now represents the businesses banking arm, it's growth and development is underpinned by seven core values:

- Professionalism**
- Integrity**
- Creativity and Innovation**
- Teamwork**
- Unity of Purpose**
- Respect and Dignity for the Customer**
- Effective Corporate Governance**

"Ultimately, we ensure that everything we do is driven to meet the needs of our customers' lifestyle," explained Group Executive Director, Mary Wamae, "Whether it is banking services, insurance, or investment services, we can provide them under one roof - physically and digitally".

Born out of identifying the need to plug the gap in financial services in rural Kenya, the Group has seen significant development in its nearly 40 years in operation.





“In 1991, our Managing Director and CEO, Dr James Mwangi, changed the business model to promote financial inclusion, supporting low-income earners to set up accounts without the need for a deposit. This pivotal change has meant financial inclusion has been at our core ever since,” said Mary.

Now offering a range of banking services, as well as investment into Fintech, and its Equity Group Foundation, Equity has 18 million customers across six countries, and a balance sheet of \$15 billion.

“Proudly, in 2023 we have been ranked the world’s 4th strongest banking brand, and the 3rd strongest bank in Africa,” shared Mary.

Equity has also been ranked 291 in the top 500 most valuable banking brands in the world with a brand value of \$531.7 million

What’s in a Name?

Represented in its name, the business values equity and inclusion, which is represented in its leadership team and board, with a third of its board members being women.

Mary, who serves on both the leadership team and all Group boards, joined the business in 2002, and has supported the business in significant growth.

Since joining the business she has helped Equity to grow from 18 banks in Kenya, to 450 across six countries in Africa. In addition, she has supported staff growth from 500 to 13,000 and a balance sheet of \$30 million to \$15 billion.

“I joined the business as the Legal Service Manager to facilitate the transition from Building Society to Bank. I am proud to be a case study of Equity’s drive to develop women into leadership roles, and excited to be part of such an inclusive approach,” Mary said.

Mary holds a Masters degree in Leading Innovation and Change from York St. John University, UK, a Bachelor of Laws degree from the University of Nairobi and a Diploma in Law from the Kenya School of Law.

She has also gained a Post Graduate Diploma in Gender and Development, which has enabled Mary to play an integral role in Equity's female leadership programme.

"I am delighted to be able to use my experience and expertise to support the development of other females in leadership roles, as well as being a pioneer for all women," Mary shared.

She has played a vital role in the implementation of Equity's Inspire Programme, which equips women with the skills and mindset to pursue leadership roles.

Mary has also supported the inclusion of a Book Club, which recently read *The Philosophy of Money* by Georg Simmel. "This book helped readers on the programme to understand financial importance for leaders," added Mary.

All measures implemented by Equity form part of a comprehensive programme, currently followed by ten members, which Mary says is seeing significant impact.



In addition to its focus on the development of and equity for women, Equity also implements several ESG initiatives in health, education, and the environment.

"We have planted more than 15 million trees to support carbon neutrality, our aim is to achieve 35 million trees planted," said Mary.

Driving Tech Development

Currently, the average age of an Equity customer is 32-33, down from 45, highlighting an increase in the uptake for younger customers. With this in mind, Equity is making investments into fintech. Most recently it has launched its end-to-end credit service on its mobile app.

"Because of the nature of our customers' businesses, most applications are for one-day loans. Using an algorithm, the technology is able to make an immediate decision on a credit application, which not only helps with customer's cash flow, but also helps them to improve their credit score," Mary explained.

Finserve, a subsidiary of Equity, has been established to build relevant consumer-focused financial technology solutions for people and business.

The fintech addresses complex financial and lifestyle barriers by employing a data and insight driven culture, and efficiency to build products that produce richer customer experiences.

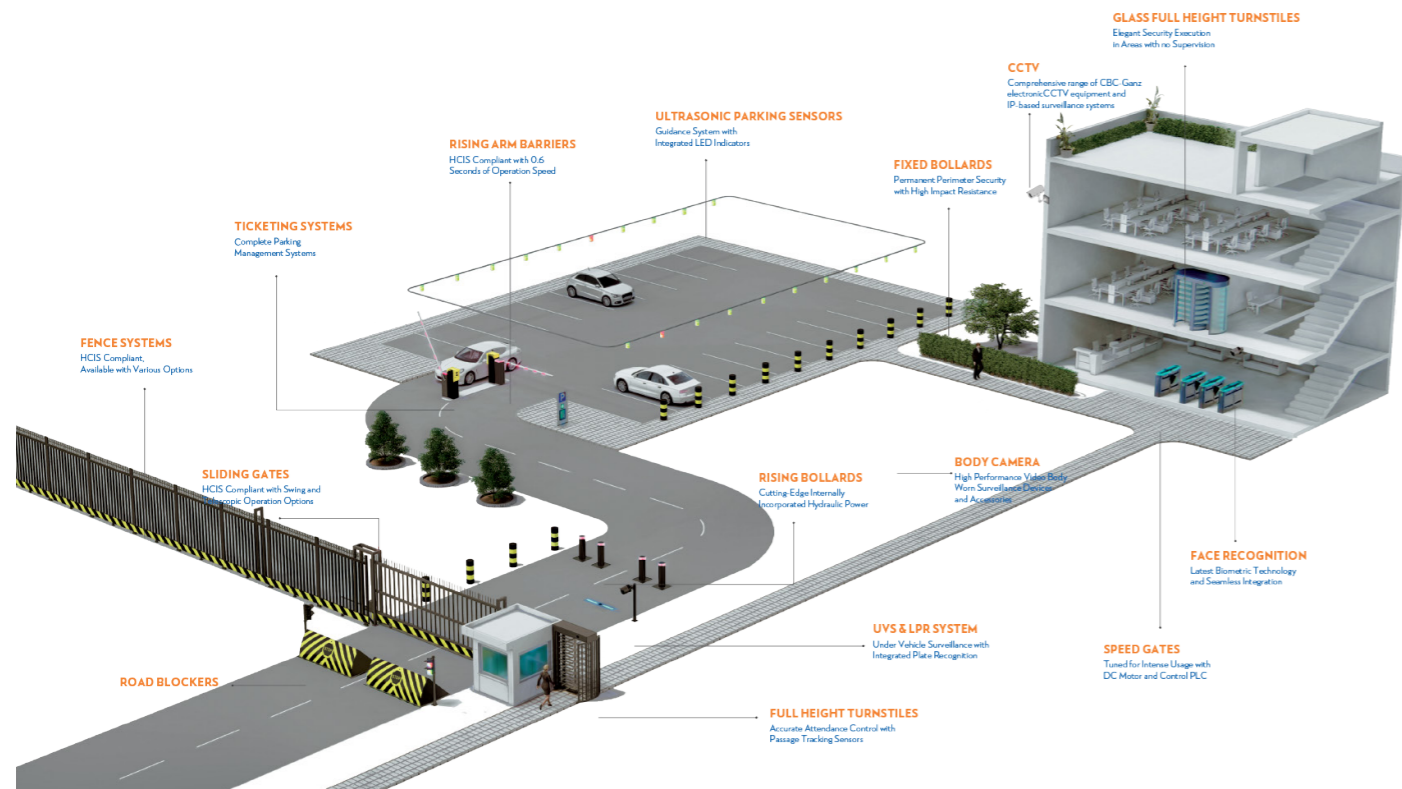
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INTEGRATED SECURITY MANAGEMENT SYSTEM (ISMS)



Its innovations include Jenga API, which supports the implementation of single payment APIs that make payments to mobile wallets, banks, and cards, to single airtime APIs that purchase airtime across multiple telcos.

In addition, Equitel is Equity's easy-to-use and secure mobile phone platform that helps customers manage their money and communicate with "more Freedom, Choice and Control".

As well as enabling customers to make financial transactions, Equitel also allows calls, text and internet access.

"Ultimately, all of our innovations are driven to support and improve the lives of our customers," said Mary.

Plans to Boost Africa

A 2023 white paper by White & Case highlights that "The agriculture sector accounts for 35 percent of Africa's GDP and employs more Africans than any other sector,"

With this in mind Equity is paying significant focus on how it can support Agri-Business, as well as the manufacturing sector.

Forming part of Equity's 2025 strategy, it has launched its African Recovery and Resilience Plan.

"The world is resetting and Africa has an opportunity to significantly improve its position in the new world order ...Africa has the attention of the world that is



seeking solutions to a more sustainable future," the plan highlights.

The plan aims to capacitate, connect, coordinate and finance African value chains to transform Africa's wealth. It comprises six strategic pillars that ensure a systematic, co-ordinated, and holistic framework for execution.

The pillars focus on Africa's agricultural ecosystem; leveraging natural endowments to anchor expansion of productive capacities and manufacturing capacity; trade and investment to give broader market access to technology and skills; connectivity of small businesses into formal primary and secondary sector value chains to drive more integrated domestic value chains; social and environmental transformation; and boost a technology-enabled economy.

"Through the African Recovery and Resilience Plan we aim to create 25 million jobs in the next five years, alongside the addition of five million or more SMEs, which in turn will see more borrowing through Equity," explained Mary, "we're also hoping to support the private sector by lending around 2% of the regional GDP, with the loan book directed towards agriculture by 30% and manufacturing by 15%".

In addition, Equity hopes to increase consumer borrowing to enable household aspirations and livelihoods.

www.equitygroup Holdings.com

ACHIEVING MORE: PROGRESSIVE FINTECH EMERGING FROM THE SILICON SAVANNAH

In the dynamic landscape of global finance, traditional banking institutions are facing an imperative to reinvent themselves. At the forefront of this transformation is Diamond Trust Bank (DTB), a leading financial institution in East Africa, which has embarked upon an ambitious growth strategy with the strategic aspiration to be a socio-economically relevant bank.

DTB

DIAMOND
TRUST
BANK

**DIAMOND TRUST
BANK**

**PROJECT
DIRECTED BY:
BEN SAUNDERS**

**ARTICLE
WRITTEN BY:
LAURA WATLING**

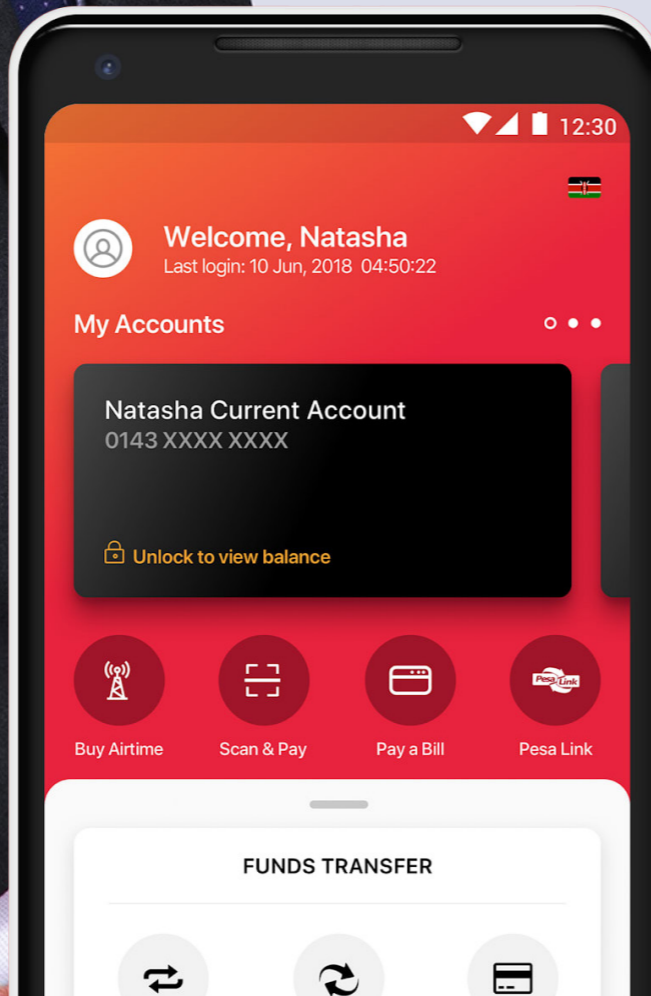


Chief Operating Officer,
Jamie Loden



Incorporated in 1946, DTB is headquartered in Nairobi, Kenya and has operated in East Africa for over 75 years, with presence also in Tanzania, Uganda and Burundi. In 2022, the Bank rolled out its growth strategy anchored on 3 key pillars: increasing customer reach, sustainability excellence, and digital transformation.

Supporting this growth is DTB's Digital Transformation Strategy, guided by the vision to transform into a technology company with a banking license. Under the dynamic leadership of its Chief Operating Officer, Jamie Loden, the Bank established its digital factory, DTBX, in 2022, encompassing a fusion of its six key pillars: the development of digital applications, a digital banking platform, digital partnerships, data analytics & AI, and cloud computing; all of which are underpinned by people, working in harmony to create an ecosystem that thrives on innovation.



Elevate Your Environment

At OneTwoSix, we're not just a professional services company – we are your strategic partners, dedicated to bringing your brand vision to life. With a formidable presence spanning South Africa, Nigeria, Kenya, Ghana, Namibia, Uganda, Ethiopia, Tanzania, and Germany, our vast experience in Africa has fostered profound relationships with top-tier clientele.

We deliver international-quality, locally appropriate solutions that resonate with your brand's essence. Every project we undertake is rooted in a deep understanding of your unique needs, acquired by spending time in conversation with your key stakeholders.

Our first step? Pinpointing the core challenges your brand

faces, identifying who benefits from our solutions, and ensuring seamless execution aligned with your intentions. The result is a meticulously tailored strategy – from operational dynamics and customer experience, to the minutiae of materials and colours.

Dive deeper into our expertise:

- **Comprehensive Brand-Building:** From creating full-fledged brand identities to crafting captivating brochures, we are your end-to-end solution for powerful corporate identity systems.
- **Strategic Alignment:** Each environment is rooted in brand strategy, ensuring interiors echo your brand's message and purpose.
- **Appropriate Expertise:** From corporate environments to

dynamic retail outlets, our designs optimise and enhance every space type.

• **Authentic Experience Creation:** Our interiors do more than just excite – they breathe life into brand narratives, creating immersive experiences for all who enter, and fully support the operations that function within them.

• **Flow Planning & Resolution:** Beyond aesthetics, our architectural designs prioritise optimal flow and space utility, resolving any spatial challenges with finesse.

In essence, OneTwoSix transforms spaces into tactile brand stories, ensuring every corner speaks volumes of your vision and ethos.

Elevate your spaces with us.



Retail Bank Branches
Future-Ready Banking Spaces



Corporate Head Offices
Strategic Workspace Elegance

QSRs
Dynamic Dining Experiences



**Strategy
Drives
Design**

Retail Space
Captivating Retail Ambiance

“With DTBX, we are embracing more agile ways of working and positioning DTB as the digital bank of choice, where our partners can achieve that X-factor product that will enable them to achieve X times growth,” explained Jamie.

A groundbreaking element of the Bank’s strategy is the introduction of Banking as a Service (BaaS) through its flagship API platform, Astra. This move has opened doors to dynamic collaborations with tech-enabled entities such as fintechs, edtechs and healthtechs, allowing them to leverage DTB’s expertise and infrastructure, and extend innovative financial solutions to their own customers.

“With Astra, we’re not just providing APIs, we are empowering fintechs to thrive by enabling them to provide financial solutions that cater to the unique needs of their customers. We are also shifting from a B2B model to B2B2C model,” shared James.

By becoming the bridge between banking and technology, DTB is accelerating the development of revolutionary fintech products and services, positioning themselves as an innovative hub that nurtures collaboration and propels tech-driven innovation. Currently, Astra has 150 tech-enabled companies in its pipeline, spanning financial services, education, and health services. “The network of businesses we’re partnering with highlights the depth and richness of the tech scene in East Africa,” highlighted Jamie.

Another proposition of DTBX is Infiniti Pay, an end-to-end SME solution with a focus on empowering small and medium-sized enterprises through automation of their business financial needs and providing access to a curated ecosystem that caters to their unique requirements. “Infiniti Pay underscores our commitment to addressing the evolving needs of our customers, and our dedication to foster financial inclusion and drive economic growth,” added Jamie.



DTB and Mastercard Sign Agreement to Boost Payment Solutions for Fintechs in Kenya



DTB Chief Executive Officer, Nasim Devji, with Alphas Sinja (CEO, Boya) and Ezra Chiloba (CEO, Communications Authority of Kenya) at the launch of a virtual expense card for business payments.

Putting the needs of customers first, DTBX will also launch a 'Chama' product, allowing members to contribute to a group savings initiative. A 'chama' is a popular term used to describe informal groups in Kenya, where people come together for a common purpose to save money or invest their funds.

"This product has been built specifically around culture, with people in Kenya keen to work collaboratively to build for the future," said Jamie.

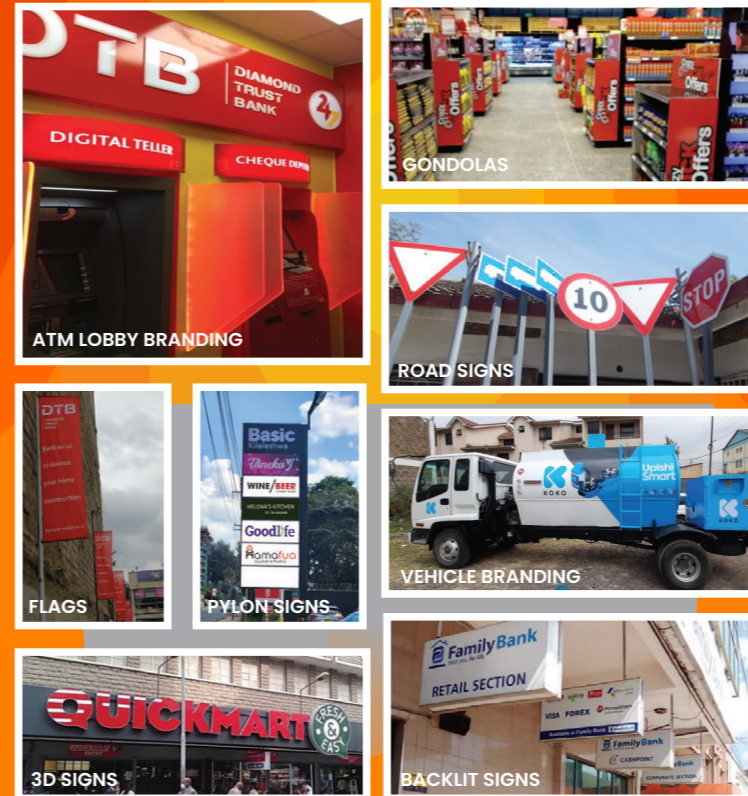
To achieve their transformative goals, DTB is investing not only in technology but also in its most valuable asset – its people. By attracting top talent and providing training and upskilling opportunities to their existing staff, the bank is cultivating a workforce equipped with the skills to navigate the ever-changing landscape of technology-driven banking.

"We recognise that human capital is the key to the success of this evolution, and with the growth of digitisation and fintech, we have a fantastic opportunity to upskill people in Kenya for the future. Our new digital team will undergo an educational programme equipping them with skills in cloud computing and software engineering, for example," explained Jamie.

This will support the development of new products designed to support the agriculture and education sectors. "There are some unique needs for businesses in these sectors in Africa, and they are hugely important to each country's national economy," Jamie continued.

Jamie, who joined DTB in 2021, displays leadership values which truly align with the business' goals.

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+9 More

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A frictionless digital channel that provides seamless connectivity, B2B and B2C transaction handling, and total user control - delivering the promise of connected corporate banking.

Solutions Identity & Onboarding

Digital Onboarding in a Few Simple Steps.

First impressions count, give your customers a frictionless omni-channel onboarding experience that is seamless, personable, and exceeds their expectations while avoiding unnecessary admin.

Solutions Identity & Onboarding Liveness Detection

Simple, Fast Liveness Detection and Verification.

Prove the physical presence and biometric liveness of a person, for remote interactions, with the combined use of image processing techniques and neural networks using only a selfie.

Solutions Digitisation IDP

Eliminate Manual Data Entry.

Our goal is to achieve true cognitive and intelligent process automation, within the enterprise, by enabling straight-through-processing with no human touch points.

Sybrin - Evolving Business through Digital Transformation.

With today's disruptive technologies accelerating the pace for digital transformation, customers' expectations are heavily influenced and constantly evolving, demanding effortless interactions anytime, anywhere.

Sybrin is a leading global provider of solutions for the financial services, insurance, and telecommunications industries. Everything we deliver is based on our specialist; first-hand knowledge of complex solutions complemented by 30+ years of industry experience. We focus on developing, implementing, and supporting end-to-end systems through the Sybrin Platform using low-code technology.

We have provided solutions across Africa, the United Kingdom, and into the Middle East, servicing these solutions from our strategically located international offices. Sybrin remains united in our mission and focused on our commitment to customers. Our corporate governance is well-rounded and balanced through our breadth of global perspective and executive experience.

In addition to system design, implementation, and integration, our service offering includes specialised custom software development, hardware supply, digital advisory services, 24/7 support, and training. Our innovative solutions are tailored to your specific industry, region, and requirements to facilitate your digital journey.

In East Africa, we have put a lot of focus on a few main solutions, as they complement the needs of the market and assist our customers in springboarding their digital journeys. These include:

- Know Your Customer (KYC)
- Improve compliance, operations, customer acquisition, and customer retention with Sybrin's advanced offering.
- Intelligent Document Processing (IDP)
- Our goal is to achieve true cognitive and intelligent process automation within the enterprise by enabling straight-through-processing with no human touch points. Sybrin's

proven solution is one of the easiest and fastest ways companies can leverage AI to deliver tangible results to increase efficiency, deliver a superior customer experience, and maintain compliance.

- Liveness Detection
- Prove the physical presence and biometric liveness of a person for remote interactions, with the combined use of image processing techniques and neural networks using only a selfie.
- Account Opening
- First impressions count, give your customers a frictionless omni-channel onboarding experience that is seamless, personable, and exceeds their expectations while avoiding unnecessary admin.
- Corporate-to-Bank
- A frictionless digital channel that provides seamless connectivity, B2B and B2C transaction handling, and total user control - delivering the promise of connected corporate banking.

Our purpose is to bring about positive change by investing our passion in creating innovative solutions, giving rise to growth, reliability, and shared prosperity. In addition, our mission consists of providing a globally recognised platform and app store that enables digital transformation in any industry, giving our customers the control, insight, and agility for a competitive advantage.

We have sold 800+ systems across a broad spectrum of industry verticals and our solutions are currently deployed in more than 20 countries worldwide at 100+ customers.

Sybrin was acquired by the 1K1V and Crossfin Consortium in 2020. This enabled significant additional leverage and valuable insight into the South African, African, and U.S. markets, providing a bridge between the two continents with tremendous opportunities that will open economic opportunities for cross-border collaboration and technological innovation.

www.sybrin.com

Empowering African Banks:

Unveiling the potential of Banking as a Service

In the ever-evolving landscape of African finance, one company stands at the forefront of financial innovation, reshaping the way banks deliver financial services. Meet Ukheshe - a pioneer Banking as a Service provider and embedded finance enabler, dedicated to driving digital transformation and fostering financial inclusion across the continent. Ukheshe is on a mission to revolutionise the banking and payments industry across Africa and usher in a new era where barriers are dismantled, and financial services are democratised, paving the way for a more inclusive and equitable financial landscape.

Empowering Banks for a New Tomorrow

At the core of Ukheshe's mission is the empowerment of banks through its comprehensive white-labelled Banking as a Service platform. By implementing Banking as a Service, banks transcend the role of traditional financial institutions. They evolve into BaaS providers - facilitators of financial services that extend far beyond their branches, moving towards a more open financial ecosystem. This evolution is not just a technological upgrade; it's a paradigm shift that allows banks to expand their reach and influence. By leveraging Ukheshe's platform, banks are equipped with the tools to provide a diverse array of digital financial services, from digital wallets to customised banking and payment solutions.

In simple terms, Ukheshe's BaaS solution blends traditional banking with modern innovation. Ukheshe's Eclipse API provides a digital layer on top of the banks' infrastructure, enabling banks to offer more comprehensive digital banking solutions without altering their infrastructure or core banking systems. Think of it as a sleek digital upgrade that makes banking easier, more exciting, and incredibly powerful.

Realising the Vision

The collaboration between Ukheshe and Diamond Trust Bank (DTBX) exemplifies the transformational power of BaaS. By adopting Ukheshe's platform, DTB has expanded its role beyond that of a conventional bank. Astra and Inffiniti, the visionary brands born from this partnership, mirror Ukheshe's offerings, thereby enabling DTB to

offer tailored financial solutions to fintechs, MNOs and other businesses. This collaboration is not just about technology - it's about fostering an ecosystem where financial services seamlessly integrate into the customer journey of businesses, empowering them to enhance their value propositions and redefine customer experiences.

Embracing the Future of African Banking

Beyond individual success stories, Ukheshe's impact on African banking is far-reaching. By providing banks with the tools to seamlessly offer digital financial services, Ukheshe is catalysing the continent's financial revolution. The shift towards embedded finance isn't just about embracing technology; it's about fostering a more inclusive economy, where financial services are accessible to all. African banks, armed with Ukheshe's BaaS platform, are poised to transcend barriers, empower individuals, and contribute to a more equitable future.

A New Dawn of Inclusive Finance

Ukheshe emerges as a key enabler behind a transformative shift in African banking. By empowering banks to evolve into BaaS providers, Ukheshe is igniting a ripple effect of partnership, innovation, and financial accessibility. The collaboration between Ukheshe and African banks signifies a new era - a future where financial services seamlessly integrate into the diverse fabric of businesses across the continent.

Reporthub provides in-depth and comprehensive business information reports for Africa, and the rest of world, strategic partnerships with financial institutions like Diamond Trust Bank continue to allow us to develop solutions for the constantly evolving economic demands of our clients. We are recognized as a member of Federation of Business Information Services, a world leading and Expert Assembly in the Business Information Industry and supplying services throughout Europe, Asia, Africa, and the Americas.

Given that we have rolled out various projects together in the last 5 years, we remain diligent when delivering carefully crafted, custom products and services that offer real value. Our professionals are highly trained and possess skill in business advisory when offering due diligence reports, skip tracing, identification reports, directorship/shareholding documents consulting among others, all of which are also crucial components of the bank's growth strategy.

As we look to the days to come, we are enthusiastic with Diamond Trust Bank by our side. We are aligned with the Sustainable Development Goals to alleviate poverty through economic and social empowerment.

As a financial organization with a storied 75-year history, Diamond Trust Bank and Reporthub share a dedication to honesty, openness, and constant progress, which have given us the confidence to face problems and grab possibilities.

In conclusion, our partnership is a tribute to the strength of teamwork and shared objectives in the ever-changing business environment. Diamond Trust Bank and Reporthub are redesigning customer satisfaction processes and rewriting the story of access to business public filing documents.



We provide quality and timely business information reports in Africa, and the global market at large.

DUE DILIGENCE REPORTS

IDENTIFICATION REPORTS

ORIGINAL DOCUMENTS



Refinitiv Customer & Third-Party Risk Solutions

The global transition to a digital economy is forcing regulators, businesses, suppliers and consumers to change how they manage risk and access goods and services. New business models are emerging, business relationships are becoming fully digital, and consumers are playing a more active role in deciding how and where their data gets used - trends which mean the financial, regulatory and reputational risk management processes associated with our customers and third parties must also evolve.

Refinitiv combines reliable and comprehensive data sets with interoperable technology and services to enable you to identify, assess and manage potential risks to your business. We can help you establish effective compliance and fraud management processes and take advantage of the opportunity for competitive advantage by delivering differentiated experiences for your customers – empowering you to achieve sustainable growth in a safer and more transparent financial services ecosystem.

Discover our interoperable product suites that offer comprehensive solutions to your customer and third-party risk management needs:

• **Identity Verification:** Trust that your end customers and suppliers are who they say they are with comprehensive, global, low friction identify validation solutions.

• **Due Diligence:** Understand, uncover and investigate risks related to business relationships including customers, suppliers and investment opportunities, with fast, thorough tools that are tailored to your needs.

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DTBX

Amplify your future



“As a leader I think it’s important to display a level of selflessness, prioritising approachability, empathy and compassion. I instil in colleagues that it’s ok to be human, to be vulnerable, and be willing to admit we don’t have all the answers. Like our customers, I want my colleagues to dare to be bold and strive to achieve their ambitions,” he said.

DTB’s digital transformation journey is a testament to their commitment to innovation, customer-centricity, and a futuristic approach to banking. “Our pursuit is one of transformation, where technology and banking merge seamlessly,” Jamie said. By embracing technology as an enabler and catalyst for change, DTB is propelling beyond the boundaries of traditional banking into a realm where innovation is harnessed to unlock new possibilities and redefine the very essence of finance. “We’re not just transforming banking; we’re shaping the future of finance,” Jamie concluded.

www.dtbafrica.com

ASTRA



Members of the DTBX team with fintech partners during the soft launch of the Astra API Platform

Powering new age banks with decisive business intelligence

The digital era has ushered in a world of instant connectivity and incredible opportunities. There never has been a better time for banks and financial institutions to truly prosper. The fastest growing financial institutions today are the ones that bank on intelligence to drive innovation.

Transforming banking data into profitable intelligence needs data analytics built precisely around banking operations and processes. This is where Sunoida Solutions is setting new benchmarks with ground-breaking solutions built by bankers for bankers. Sunoida is the leading provider of Banking Revenue Assurance, Banking BI and RegTech & SupTech Solutions. Sunoida's best-selling Vision Solutions help banks drive intelligence powered by their data.

Revenue leakage has for long been a bane for banks globally and remains largely unaddressed by most banks thereby negatively affecting their customer experience and profitability. Revenue leakage occurs in banks due to a number of common factors such as increasing number of channels, complex pricing rules, operational and human errors, unauthorized discounts, frauds, missing or unpriced transactions, process failures and more.

Sunoida's best-selling Vision Revenue Assurance solution is built to prevent and plug revenue leakages across the customer engagement cycle in a systematic and automated manner, instantly boosting the banks profits, increasing operational efficiencies and enhancing customer experience. A scalable and highly adaptive solution, it helps banks gain full visibility and control over every single customer transaction and provides variance analytics comparing actual income and the expected income with detailed drill-down reports and easy to view dashboards.

Today's banks generate humongous amount of data. With only a fraction of it being actually analysed, banks unwittingly lose vital insights they could otherwise profit from. Sunoida's Vision Banking Business Intelligence (BI) bridges this gap by consolidating data from multiple sources to create and deliver highly valuable dashboards, analytics and actionable insights for all stakeholders across the bank for faster decision making and also achieving regulatory compliance. Vision Banking BI helps banks identify business patterns, foresee risks, and resolve issues in real-time.

Central Banks and regulatory bodies too are adopting new age technology to drive faster and more effective risk-based supervision. Sunoida's Vision RegTech and SupTech solution is a globally acclaimed solution that has been benchmarked and applauded by many global institutions including the World Bank Group, BIS, UNCDF, FSA Japan amongst others.

Sunoida's ground-breaking Vision Automated Data Flow (ADF) & XBRL based EDW & BI solution is the world's first successfully deployed solution that allows regulators to automatically pull granular data from all financial institutions' systems directly on a daily or near real time basis. It eliminates errors, inaccuracies, misrepresentations and compliance issues associated with manual reporting while also saving resources and costs. Highly accurate reports and analytical dashboards help regulators predict trends across regions and sectors.

Sunoida continues to supercharge the world's fastest growing banks with real-time intelligence powered by today's data and tomorrow's possibilities.



"We have seen amazing results at banks that have deployed our Vision suite of solutions. Our Revenue Assurance solution provides one of the most tangible ROI in many cases upto 7x within few weeks of deployment enabling banks to improve their customer experience and profitability at the same time!"

Sukirat Singh Kochar
Executive Director & Chief Revenue Officer, Sunoida

Learn more about Sunoida at www.sunoida.com
Contact us at marketing@sunoida.com



Vision

We help banks see what they don't see.
With the power of their data.

Sunoida Solutions is one of the fastest growing Banking Business Intelligence and Analytics Company in the emerging markets. Our unique understanding of Banking, Data and Analytics has helped shape a range of best proven solutions for Financial Institutions to help them gain true value from their data.

Bring intelligence everywhere with Sunoida's Vision suite of solutions

Sunoida's Vision suite of solutions power multiple areas across the banking business spectrum including Business Intelligence, Revenue Assurance, Financial & Regulatory Reporting, Advanced FTP, Cost Allocations, Risk Management, Artificial Intelligence and Data Analytics, Suptech and more.

Our solutions deliver real time insights that banks need to succeed in today's dynamic business environment. Leading banks across Asia, Africa and the Middle East have partnered with Sunoida to uncover new ways to drive profitability using the power of their own data.



Vision Revenue Assurance

Helps banks prevent income leakage and turn revenue leaks across the customer engagement lifecycle into profits.



Vision Banking BI

Uses customer data to optimize business performance and deliver enhanced visibility and control.



Vision Central Bank ADF & BI

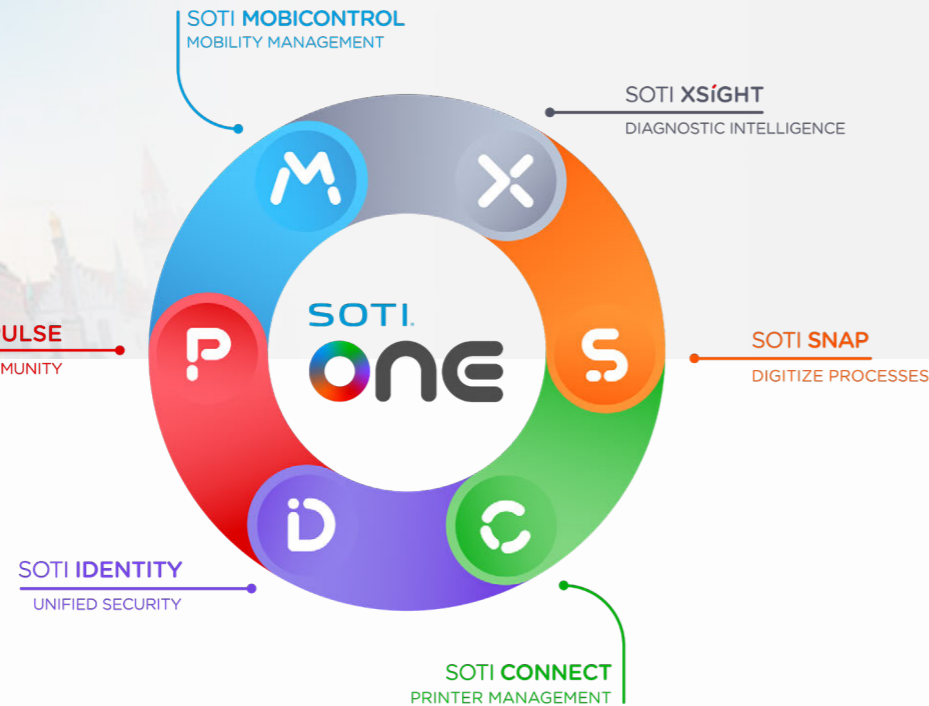
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SOTI ONE Platform: Connecting Everything



Your business-critical mobile operations have never been more important. With an increase in devices, operating systems (OS) and applications, as well as more remote and field workers than ever before, everything must be fast, secure and reliable.

The SOTI ONE Platform is an innovative, integrated management solution that maximizes the ROI of your business-critical mobile devices and printers. It reduces the cost, complexity and downtime of your mobile operations and delivers actionable insights to help you make data-driven decisions.

Workers are more efficient because devices are more reliable and packed with the right tools, data and apps needed to get the job done. Manage your essential mobile devices and printers for total control while increasing the effectiveness of your mobile operations with the SOTI ONE Platform.

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SOTI XSIGHT
Diagnostic Intelligence

SOTI IDENTITY
Secure Access to the SOTI ONE Platform

SOTI SNAP
Get it Done. In a Snap.

SOTI PULSE
Collaboration At Your Fingertips



Operational Intelligence to Minimize Downtime and Maximize Your Return on Investment

Mobile device downtime is expensive and results in unhappy customers and frustrated workers. You may not be able to see your field workers, but you do need to understand what is happening on their devices in order to fix them.

It can feel impossible to support and diagnose issues without having the device in your hands.

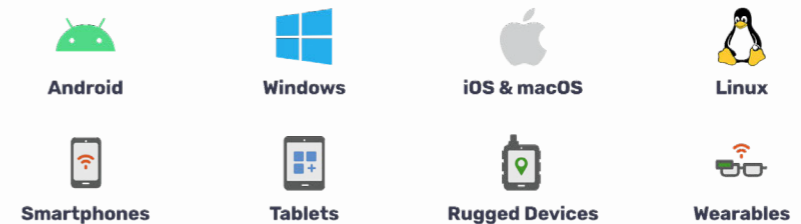
With SOTI XSight, part of the SOTI ONE Platform, IT administrators can improve performance and reduce the operating costs of their business-critical mobile operations.

SOTI XSight is the world's first integrated diagnostic intelligence and support solution.

Fix problems faster, get total visibility on device performance, solve current issues and protect against future ones. Make smarter more intelligent decisions regarding your business-critical mobile strategy.

SOTI XSight is one part of a powerful suite of solutions.

SOTI XSight Integrates with SOTI MobiControl and is Made for Any OS and Any Device Form Factor



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Better Support Software for Faster Resolutions



Operational Intelligence
Batteries not lasting full shifts? Apps using more data than expected? Pull metrics behind the performance of your devices to pinpoint the root cause behind critical issues.



Advanced Diagnostics
Get a complete view of all your devices or investigate what's happening with a single device with device spotlight. Access log files, run scripts and download files to better understand what your devices are doing in the field.

Better Data Insights for Smarter Decisions



Automated Monitoring
Create customized metrics to monitor your devices, be notified of issues as they happen and resolve them as quickly as possible.



Incident Management
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Get total visibility and control over your fleet of smartphones, tablets, scanners, rugged devices and printers. Whether you're running Android, Apple, Linux or Windows, the data and insights you need to maximize device uptime are delivered to you on a single pane of glass.

Click here to start your free trial

SOTI is a proven innovator and industry leader for simplifying business mobility and IoT solutions by making them smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

sales@soti.net



Unlocking Operational Intelligence with SOTI: Redefining Mobility Solutions

In an era where business success is synonymous with agility, efficiency and security, SOTI is revolutionising the way enterprises approach mobility solutions.

SOTI specialises in Enterprise Mobility Management (EMM), providing solutions that empower businesses to secure, manage and support their mobile operations. Mobile technologies are increasingly integral to modern enterprise which creates both a challenge and an opportunity for organisations.

SOTI simplifies mobile-first strategies, ensuring secure and efficient device management across worldwide operations and actionable insights to help business leaders make smart, data-driven decisions. This translates into increased productivity, cost-reduction and minimised downtimes.

Addressing Common Customer Pain Points

SOTI recognises that customers often grapple with four common mobility challenges:

Operational Intelligence: Many organisations struggle to extract meaningful insight from their device fleet to prevent future issues from happening. This also impacts optimal utilisation of devices.

Remote Diagnostics: Efficiently managing devices and having visibility into their charge, application usage and overall battery health, can prevent downtime and keep organisations productive.

Software/OS Compliance: Staying compliant with software, warranty details on devices as well as managing updates required on different operating systems is a recurring issue.

Device Visibility: Clear visibility of devices in real-time is often obscured.

SOTI XSight empowers IT support and services to monitor these core mobility areas on behalf of their customers. This enables proactive resolution to issues before they escalate and disrupt operations.

Racing to Solve Trek's Device Challenges

Trek Bicycle Corporation (Trek), a global performance bike brand, discovered a critical need for increased efficiency across the hundreds of devices operating in its six manufacturing warehouses as shipping and production demands surged.

Having struggled through hours of unnecessary downtime and several other mobility challenges due to a lack of visibility into its device fleet, the need for an innovative EMM solution became mission-critical for the company.

All part of the SOTI ONE Platform, the bike retailer now leverages SOTI MobiControl for clear visibility into its devices and for rolling out updates and security patches, and SOTI XSight's remote features for monitoring device performance and providing fast user support.

Trek reported major improvement in its operational and worker efficiency after implementing the SOTI ONE Platform, Tom Spoke, Director of Global IT at Trek Bicycle Corporation, highlights the key results: "Using the SOTI ONE Platform, we can quickly solve and prevent issues to limit the amount of stoppage time for our warehouse staff. It's safe to say we are seeing a 15-20% time savings on new employee onboarding. We highly depend on SOTI MobiControl and SOTI XSight as these products drastically decrease downtime and secure our devices."

Navigating the Challenges of Introducing New Devices

Over the course of his 20 years in the industry, Faki Saadi, Director of Sales, France, UK and Ireland at SOTI, has gained many unique insights into the challenges that customers face. He has played a pivotal role in SOTI's expansion, supporting its growth from a small team in Europe to a global powerhouse with over 1,700 employees and 17,000 customers worldwide.

Saadi emphasises that the rapid pace of technological change has thrust businesses into an environment where they must embrace a multitude of new technologies, mobile devices and distributed workforces in a very short period of time.

SOTI's report "When Work is Anywhere: Managing Technology's Role in the Distributed Workforce" proved that the mix of device types (scanners, mobile computers, rugged handsets and more) in an organisation has grown by 37%. Moreover, 62% of companies have implemented changes around personal device usage, including the use and number of applications on devices. This surge in complexity exerts tremendous pressure on IT teams, leading to the challenges of managing, maintaining and fixing devices.

The distributed workforce trend has resulted in businesses investing in additional devices, more applications as well as automated processes. SOTI's report found that in-house management of rugged devices in the T&L and warehousing sector that were not managed a year ago is at 24% - this has risen more than any other sector. However, although bespoke applications are the norm as organisations seek innovative ways to manage and on-board employees, only 19% of organisations manage their apps in-house.

Industries Set to Benefit from Device Management

Effective device management is imperative across any industry operating a mobile device estate. While some industries, such as warehousing, have been slower to adopt EMM/MDM/UEM platforms, they frequently face issues with underutilised or missing and lost devices.

"IT Managers are feeling overwhelmed with the volume and type of new technology they are now managing year on year. Expanded mobile solutions and all associated applications, firmware and software means IT Managers need visibility in their mobile device fleet now more than ever, as they are key to the supply chain and to the core retail experience for customers' expectations. Thanks to SOTI MobiControl and SOTI XSight, organisations like Trek can now monitor when and where a device is being used and quickly troubleshoot any device issue remotely and in real-time," said Saadi.

Organisations are looking for EMM/MDM providers that can do more than manage devices – they need applications and process automation, along with managing printers and other peripheral devices that are integral to a business's operations. An experienced partnership with heritage in this space to be trusted with their digitisation is what customers need.

The Future of the Industry

As technological landscapes evolve, SOTI remains committed to innovation. Their aim is to provide businesses with intelligent solutions to meet the challenges of today and tomorrow, as organisations navigate new technologies and customer demands.

A need for improved network security drove 42% to emphasise the importance of enhanced access control. This need is driving organisations to manage an ever-increasing array of technologies with 79% citing they are managing one IT technology that was not previously managed one year ago across personal devices. Combined with a growth in shared devices used across shift workers, this requires user logins to be managed. Employees need to adapt to the usage of these applications and handsets quickly. Without ease of adoption, productivity expectations may not be realised.

The resulting complexity poses challenges for IT teams and simplifying these complexities is a top priority for SOTI.

Pioneering a Mobile-First Future

Now is the time for organisations to prioritise their dispersed workforces and networks to ensure that applications and devices are monitored, secured and compliant. The SOTI ONE Platform can remotely troubleshoot and resolve mobile device issues, provide analytical insights into device performance and manage all mobile device deployments.

Partnerships at SOTI remain key for local market success and to promote innovation within all sectors. The partnership between Trek and SOTI is a testament to the transformative power of collaboration, which demonstrates the power of all solutions coming to life and the value this provides to the customer.

SOTI is shaping a mobile-first future, enabling businesses to navigate the complexities of modern technology landscapes with ease and confidence. As they continue to innovate and evolve, SOTI's mission is clear: to empower businesses to thrive in an increasingly mobile-driven and dispersed world.



Faki Saadi,
Director of
Sales, France,
UK and Ireland

THE BARCODE WAREHOUSE



More than just a locker, the Traka intelligent locker systems and key cabinets can control access to shared portable equipment, identify who last had access to a specific item and retain auditable logs and manage faulty equipment and repairs more effectively.

By The People, For The People

With customers at its core, The Barcode Warehouse has invested in employee engagement ensuring that everyone is on board with the company's values and behaviours.

"Before becoming Managing Director I spent much of my career in sales. To sell a business and its benefits to customers you have to truly believe in it, and the team we have built and nurtured are aligned to this. We are proud of our quality people, who are empowered and trusted in their roles," said Kevan.

www.thebarcodewarehouse.co.uk

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AN EYE FOR STYLE, SAFETY AND SUSTAINABILITY: THE PPE EYEWEAR COMPANY TICKING ALL THE BOXES

It is believed that there are an average of 2000 eye injuries in the workplace every day. Of which, in 90% of cases the severity could have been lessened or avoided entirely if the worker was wearing the correct protective eyewear.

Bollé Safety believes that its combination of safety first, fashion forward, and innovatively designed specialty protective eyewear is key to ensuring workers don their goggles.

Business Evolution, Product Revolution

Established by Louis Seraphin Bollé manufacturing combs and hairdressing accessories from plastic, the humble Bollé business of 1888 is a far cry from the specialist PPE eyewear manufacturer that is now worn by 20 million people per day.

Taken over by the Bollé brothers, Robert and Maurice, they established the crown quality mark and launched the first set of safety glasses and goggles for industrial protection in 1950.

“Every 10 years the business has seen a big evolution, and by 1980 the business started to incorporate fashion into its safety focused designs,” shared David Gafsou, Senior Sales Director, EMEA.

Headquartered in Lyon, Bollé Safety’s roots are firmly in France. Over the course of its 135 years in business it has developed a global reputation, distributing to over 100 countries and with facilities in North America, the UK, Japan, and Australia.

“To meet the demands of a global market which not only has varying regulatory requirements but also a landscape of different conditions, it’s important that we think globally but act locally,” shared Ian Walbeoff, Vice President of Sales, EMEA.

bollé
SAFETY

BOLLÉ SAFETY

PROJECT
DIRECTED BY:
JAMIE WAITE

ARTICLE
WRITTEN BY:
LAURA WATLING

The market leader in PPE eyewear in France, UK, Northern Ireland, and Australia, Bollé Safety foresees further geographic expansion, with Ian continuing: “we have a headquarter in almost every continent to stay as close as possible to our customers, partners and end-users, and hope to expand our global footprint further”.

Significant Innovations in Functionality

Bollé Safety innovate, design, and manufacture specialist PPE eyewear in non-prescription and prescription options for a range of industries. Starting with protective eyewear for industrial sectors in 1950, the brand has developed its range to include applications for tactical services, healthcare, cleanroom, and blue light.

Whilst goggles, glasses (including over-the-glasses), and welding helmets to protect those working in construction or the military may seem a no-brainer, its blue light application protects workers exposed to screens.

Bollé Safety’s latest range of screen glasses are equipped with PROBLU - the most advanced blue light filtering technology.

Dedicated to innovation, in June 2023 Bollé Safety showcased its revolutionary new UNIVERSAL Goggle, considered the brand’s most significant innovation in terms of safety goggles.

Equipped with Bollé Safety’s Wave technology, UNIVERSAL is a unique, high-end protective goggle, developed to withstand a variety of external hazards (such as impacts, gases, liquids, and radiations).

“Wave technology means that the goggle is designed with an accordion-style bellows system that allows it to conform to the wearer’s face and evenly distributes the goggle’s pressure. This ensures an optimised fit for each morphology and individual. Ultimately this provides optimal protection to the wearer” explained David.



In addition, the UNIVERSAL comes with an exclusive anti fog & anti scratch PLATINUM coating, protecting the goggle against scratches, whilst slowing down fogging.

As well as being compatible with both prescription glasses and an optional face shield, four varieties of the goggle have been developed, each representing different fields of use, identified by colour.

Yellow ensures the goggle has indirect ventilation which can be used in environments where impact is the primary hazard. Green is completely sealed, suitable for professionals working with inflammable products, dangerous gases, and fine particles. Grey has been developed with a neoprene strap, which is more chemically resistant than nylon, therefore ideal for workers who use solvents and acids. Finally, black has been designed with welding lenses, suitable for welders handling class 2 to 5 gases.

Ensuring that the product isn't just fit for purpose but sustainable too, the UNIVERSAL Goggle can be easily dismantled allowing materials to be recycled separately.

"Customers know what they're getting when they wear a Bollé Safety product - reliability, comfort, and style," shared Ian Conlon, Country Manager, Ireland, "whilst the price point may be higher than some



of our competitors, the products come with advantages meaning they will last longer".

Those advantages include industry leading anti-fog and anti-scratch coatings, as well as the option to add Bollé Safety's water based cleaning sprays, reducing the need for frequent purchase.

A niche that Bollé Safety has managed to master is fusing its earlier experience in lifestyle glasses in the 1980's with its expertise in safety.

"Customers want to wear Bollé Safety's protective eyewear because it's not only safe and reliable, but it also fits well, and is fashion forward. Customers look good and feel protected," added Ian.

Bollé Safety even offers an online customisation service, allowing customers to choose lens and frame colours. Additionally, it works with employers to produce bespoke, branded eyewear.

The specialist PPE eyewear manufacturer has been implementing digitisation into its services for some time, with Ian identifying that "tech will play a big role in the business' future growth,".

"We have recently implemented an online prescription portal which links into our production suite," shared David, "we're seeing an increase in demand for short-sighted prescriptions, and so plan to bring more products to market suited to those customers".



Sustainability Recognised Internationally

Identifying both B2B clients and direct customers' demand for more sustainable products, Bollé Safety launched its "Go Green" ESG plan in 2021.

Forming part of the strategy, it is implementing internal training on eco-design, optimisation of both product design via industrialisation and supply processes and supply chain, and UK based product recycling.

Bollé Safety have also rolled out a range of innovative, sustainable products, including KOMET, which features frames created with a new injection system that reduces waste from the injection process by 49%. For added value, this process also generates moulding that provides a superior aesthetic and finish for better resistance to wear.

The brand's SOLIS Go Green is made of 33% recycled materials in its frame and lens, including nylon made from recycled fishing net, while KLASSEE's eco-frame is created with 48% organic castor oil.

Addressing the importance of creating a sustainable supply chain for the healthcare sector, CURA is Bollé Safety's eco-friendly protective face shield, which is manufactured with 97% recycled polyamide. The product can be safely reused at least ten times.

"We have also implemented packaging which is plastic free, 100% recycled and recyclable packaging, optimised for 30% less waste. Ensuring we are sustainable at as many touch points as possible, our user's guides are printed directly onto cardboard using vegetable ink," explained Iain.

Bollé Safety's efforts within sustainability haven't gone unnoticed. On its path to become a certified B-Corp, in September 2023 the business announced its EcoVadis Gold Medal Sustainability Accreditation.

The global recognition places the company amongst the top 5% of



companies assessed by EcoVadis in more than 175 countries worldwide.

"We're really proud of this achievement, it's a clear representation of Bollé Safety's dedication to sustainability and responsible business practices," shared David, "we recognise that we are a business with a long heritage but have a responsibility to the future generations too".

The PPE eyewear specialist is now on a mission to reduce carbon emissions of each of its products by 35% by 2027 (compared to 2021), guaranteeing 95% of packaging will be eco-friendly by 2024, and proposing an eco-friendly version of 100% of its new products and 50% of its top sellers by 2025.

www.bolle-safety.com

EXPANSION FOR INDIAN MANUFACTURERS SEES BREAKTHROUGH IN INNOVATION AND SUSTAINABILITY

Mumbai based composite rod and wire manufacture, Indore Composites, is making strides in the industry to become one of the leaders in sustainability.

The manufacturer believes that businesses are responsible for achieving good environmental practice and operating in a sustainable manner. Leading by example, they consider this as a moral responsibility for future generations.

Indore Composites is committed to reducing its environmental impact, with strategies in place to support its continual operational performance with sustainability in mind.

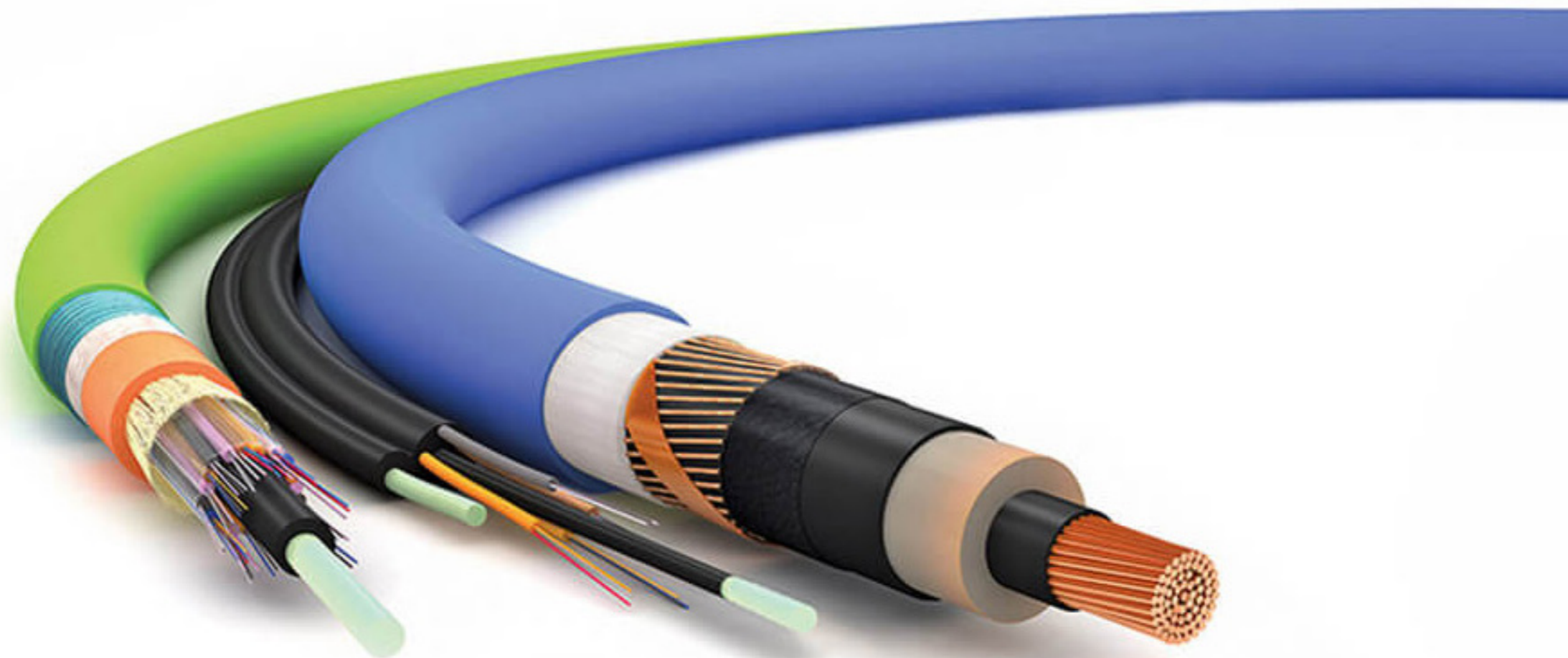
Strategies include minimising liquid & solid waste by evaluating operations and ensuring they are as efficient as possible; and minimising resin emissions through the selection and use of latest technology, as well as through design and development.



INDORE COMPOSITES

PROJECT DIRECTED BY:
REECE PLANE

ARTICLE WRITTEN BY:
LAURA WATLING





In addition, Indore Composites has initiatives in place with all stakeholders to actively promote recycling, as well as ensure the business is supported in meeting or exceeding all the environmental legislation that relates to the company.

Working with ESG consultants, the manufacturer has implemented a training programme for its staff, helping to ensure all staff members are onboard with the strategies.

Establishing itself in Morocco in 2021, Indore Composites ensured sustainability was at the core of the development of the site. The state-of-the-art facility in Tangier, which saw €15 million investment, is almost entirely run on renewable energy, with plans to reach 100%.

The new 20,000 sq. metre plant doubles the production capacity of the company in the region and improves its capacity of servicing and launching new product ranges, including a diverse range of composite materials derived from fibreglass and carbon fibre.





The highly automated and ultra-high speed technology is the first of its kind in the world, and will support the business in becoming the world's leading producer of FRP rods, with an annual production capacity of 8 million kilometres. The technology used provides higher operational efficiency, reducing both waste and cost.

Making groundbreaking strides in sustainability and technology, the new facility plays a major role in developing an ecosystem for optical fibre cables and advanced composites for wind energy in the region. In addition, it sees the employment of an additional 400 people in Tangier, boosting the local economy.

Ensuring it remains the world leader in terms of technology and innovation in the field of FRP rods, Indore Composites has the capacity to carry out a range of product testing. This includes tensile and flexural property tests, porosity and glass resin testing, thermal analysis for resin, testing mechanical properties for FRP in transverse direction, and microscopic porosity analysis.

The expansion into Morocco also enhances Indore Composite's relationship with its clients.

"Since inception, we have been a customer-centric organisation, the new Tangier facility expansion is one such



step to bring us closer to our valuable customers/partners in Europe, Africa, North & South America Regions," said Ronak Sanghvi, MD IISRL.

Founded in 1994 by Mukesh Sanghvi and remaining a family business since, Indore Composites manufactures products that keep the world connected by providing protection and support to fibre optic and power cables. Protection is offered in terms of load bearing capabilities, water ingress, and insulation.

Indore Composites is renowned for its relationship with its customers. With three plants in India and its more recent addition in Morocco, as well as four

distribution centres spanning Europe, Africa, and Asia, it is well equipped to service its global clients.

"25 years ago, we started this journey with the idea of making a difference and a vision of becoming a dependable global supplier that started at our first plant in Pithampur, India. The journey has been fulfilling as we could contribute to the technological evolution mankind has seen over the years" said Mukesh Sanghvi, group Managing Director.

With innovation at its core, it has a focussed R & D team to support customers in developing specific solutions that fit their individual needs.




In the last five years, Indore Composites have developed over 20 value-adding products, evolved from its existing product knowledge and utilising its R&D team's expertise.

In addition to innovation, Indore Composites has established a culture of quality.

It is this quality focused culture that has helped the manufacturer to achieve a customer satisfaction rating of 99.4%, year on year, which is continuously improving. With its growth well established and enabling the business to step into new product areas, Indore Composites is on a mission to achieve a revenue growth of 100% by 2024, 40% of which from the non-telecom cable sector.


www.indore.co.in



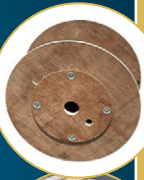
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INNOVATIVE BATTERIES TO SUPPORT PROFESSIONAL PRODUCTS

A battery is just a battery, right? Wrong! The experts at Procell, the B2B division of Duracell focussed on creating batteries suitable for professional devices, explained to Business Enquirer why its batteries are so much more than Duracell's iconic branding.

A World First for Batteries

Whilst you will find Duracell batteries in all the major retailers, its 'for professionals' brand, Procell, has been exclusively designed to support industry.

Proudly the world's first battery manufacturer with a dual portfolio for professionals, its solutions primarily support the medical, hospitality, infrastructure, industrial, and security sectors.

"Whilst Procell offers the same battery sizes as the Duracell range, the products have been optimised to suit professional settings," explained Key Account Manager for UK and Ireland, Christian Oshodin.

Procell's dual portfolio features its innovative 'Intense' and 'Constant range'.

Procell's Intense range has been specifically engineered to last longer in high drain professional devices that require a high amount of current to deliver precise pulses. Examples of which would be electronic door locks, soap dispensers, and security cameras.

Meanwhile, Procell's Constant range batteries have been innovated to offer long lasting performance in low-drain professional devices. These devices, such as smoke and carbon monoxide detectors, motion sensor, remote controls, and wireless mice, require a power output profile built to reliably handle consistent use over a long period, whilst also providing long lasting performance.

"Ensuring that our clients use the right batteries for the right devices and its uses ultimately means that they can save money by replacing less, whilst also reducing waste," shared Christian.

Procell, which has two divisions - Procell (The Americas) and Procell International (Europe, Asia, and Australasia), has manufacturing facilities in Belgium and the United States, as well as its own warehouse and factory in China.

Innovating for Safety and Performance

"Crucial to our business is working with our clients and understanding their pain points. We can then take this information to innovate products that are fit-for-



PROCELL
BY THE DURACELL COMPANY

**DURACELL/
PROCELL**

PROJECT
DIRECTED BY:
JAMIE WAITE

ARTICLE
WRITTEN BY:
LAURA WATLING

Stock up on your battery needs with ease.



REPLACE LESS. SAVE MORE.

*vs prior Procell AA/AAA. Results may vary based on devices, usage habits, facility sizes, wages and maintenance schedules.

1 <https://www.nsc.org/community-safety/safety-topics/child-safety/button-batteries#:~:text=More%20than%2003%2C500%20people%20of,burns%20that%20can%20be%20fatal.>

2 <https://capt.org.uk/button-batteries-understanding-the-risks/#:~:text=How%20big%20is%20the%20risk,burns%20caused%20by%20button%20batteries.>

purpose and provide added value," said Christian.

With this in mind, the business has worked to embed themselves into their client's business, testing their devices with Procell batteries to provide cost-benefit analysis.

"By working collaboratively with our OEM customers, we can also help them to tweak their devices to ensure they are performing optimally," shared Christian.

Initially establishing its relationship with Procell's US division, Procell International has been supporting its client, Fastenal for three years. A relationship which Christian describes as "fitting like a glove".

"Our businesses truly align. We're both focussed on supporting clients to achieve their goals by investing time and money into the correct product which is fit for purpose," he continued.

Christian credits "quick action" between the two businesses as defining in their partnership.

Working closely with its clients, Procell's team of innovators are constantly developing its products to suit clients' needs today and for the future.

One of its latest innovations to market is the Procell CR132, part of its Intense range.

The small but powerful Lithiumcell battery is suited to products used in the security sector. Tests prove that the battery performs for up to 49% longer than Procell previous version, and where the product allows, can indicate need for replacement for up to a month in advance. This is useful for time management planning when servicing devices and eningeers time.

In addition, Procell's CR2032 has shown to be up to 20% more powerful than the competition.

"We're very proud of the innovations our team has made, which supports our clients to do their jobs more efficiently and more safely," said Christian.

Considering safety, US data indicates that 3500 people swallow button batteries per year¹.

In the UK, surgeons at Great Ormond Street hospital report are seeing one child a month with corrosive burns caused by swallowing button batteries².

To tackle this, and in an industry first, Duracell/Procell has added a butyrate coating to their batteries, which when tasted sends signals to the brain to immediately eject the battery.

Safety both in the home with Duracell and out of home with Procell is paramount of paramount importance to our business. We are very proud to bring this innovation to the market.

A Full Circle Supplier

By innovating its dual portfolio to create products which reduce the need to be replaced as frequently, Procell's products are inherently *more sustainable than the competition. (Device dependent)

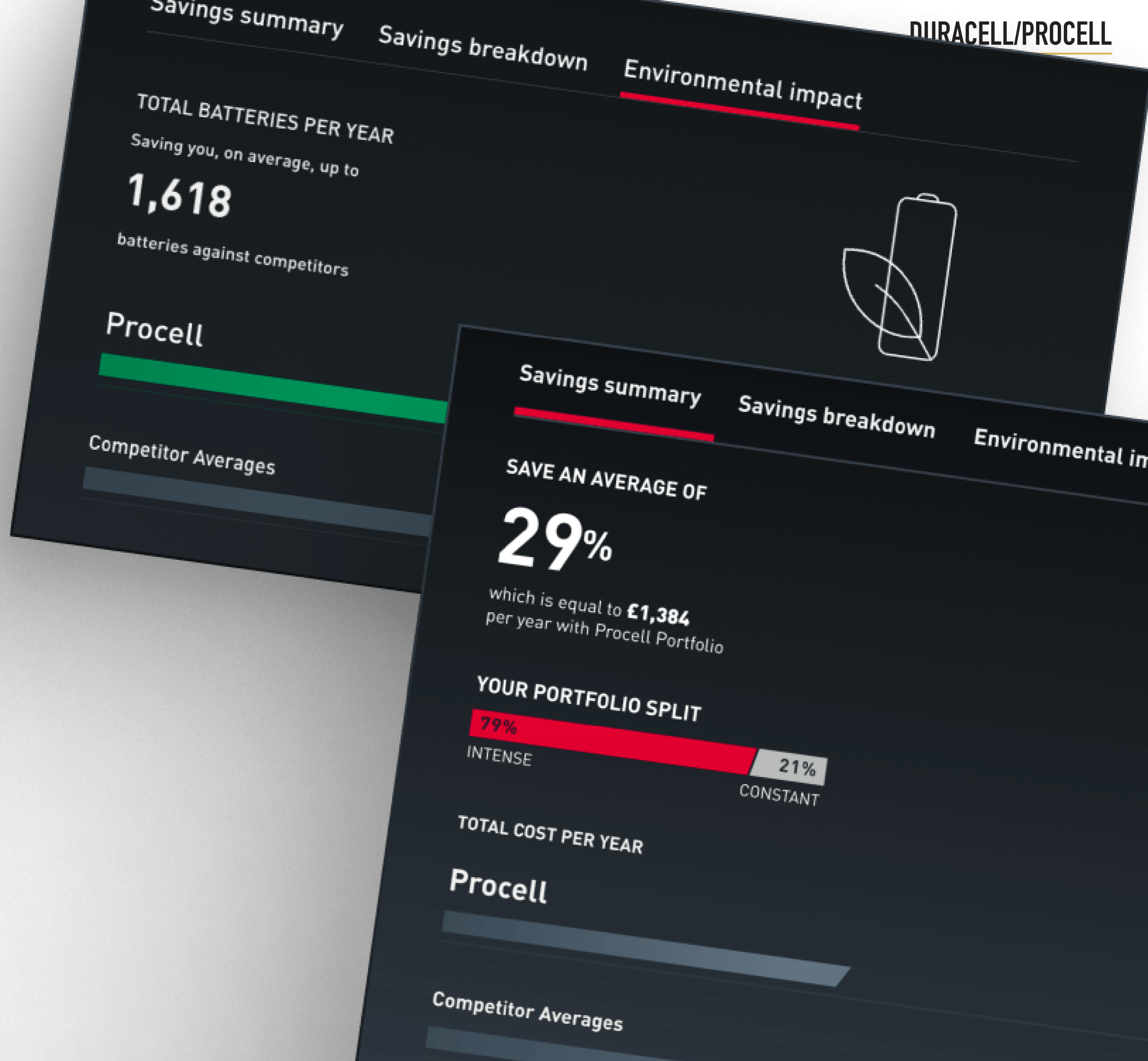
However, Procell recognises that sustainability must be considered at every touch point.

In the last six months, its facility in Belgium has completed its switch to using 100% renewable energy via implementation of solar panels. It has also reduced its water consumption, and is working toward a target of reducing its carbon footprint by 7-8%.

From a logistics perspective, the company adheres to fulfilling an efficient container fill rate, whilst its packaging is made entirely of recyclable cardboard (except its coin cells which require a plastic layer for safety).

Taking innovation to sustainability, Procell have rolled-out a third party supplied recycling scheme, which also supports the business in becoming a circular supplier.

"We can support our clients in testing and finding the right product, delivering it to



KEY FACTS ABOUT PROCELL'S DUAL PORTFOLIO

Procell Intense	Procell Constant
Optimised active materials to improve efficiency	High density anode with Increased active materials to improve capacity
Separator paper designed to reduce internal resistance and shorting	Thin paper design to enable more active materials and improve performance
High performing cathode to deliver more power	High energy density material to deliver more capacity
Optimised for high rate performance	Optimised for low rate performance
High conductivity to reduce internal resistance	Increased conductivity to improve

them, and then taking away the waste, we use a 3rd party partner to fulfil waste collections” explained Christian, “the batteries can then be repurposed for use in roads, zinc and copper production, and concrete production, for example.

Whilst the recycling scheme has been implemented with key clients, Procell hopes to support more partners in the future to reduce waste as much as possible.

Authentically Building Trust

Christian has had an eclectic professional experience, from coaching football at UEFA level, and teaching SEN and disadvantaged children to taking on account management at Lucozade, and joining Procell in 2020.

“From my experience I’ve learnt that the bottom line is everyone is human. To build trust, respect, and a connection, it’s important to be authentic,” he shared, “my job isn’t to sell a product but to

understand my client’s purpose, their pain points, and how Procell can support their business”.

With that in mind, Procell, supported by Christian and his colleagues, are on a mission to educate professional sectors that as much as devices have different purposes, so do the batteries that energise them. A battery is not just a battery

“My favourite comparison is trainers. I’m a huge Nike fan, but I have different trainers for different purposes. If I wanted to go for a hike or run, I’d opt for Nike Pegasus, if I wanted to play basketball I’d wear the pair designed for the purpose - Air Jordan,” explained Christian.

The business aims to test more client products with its Intense and Constant range batteries to build more trust within industry that you can get more from a battery if it is better suited to the device.

www.procell.com

SAVE YOUR BUSINESS UP TO 20%

by switching to Procell dual portfolio*



*FOR
HIGH
DRAIN
DEVICES*



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LOW
DRAIN
DEVICES*

*Vs. Estimated savings versus relevant competition, visit Procell.com for more details



SUPPLY CHAIN

FASTENAL
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FASTENAL: THE ARCHITECT OF SUPPLY CHAIN EXCELLENCE

In a world driven by innovation, the importance of a reliable and efficient supply chain cannot be understated. Organizations across sectors are in constant search for the perfect partner to streamline and secure their supply chain dynamics, ensuring seamless operations. Fastenal stands as an epitome in this domain, working with businesses to make their supply chain more efficient and effective.

FASTENAL
FASTENAL
PROJECT
DIRECTED BY:
JAMIE WAITE

WELCOME TO THE TRUS
DISTRIBUTION CENTER
FASTENAL Growth Through Customer Service



Who is Fastenal?

Fastenal is not just another supply chain company. It's an institution that has continuously adapted, evolved, and empowered businesses to realize their true potential by simplifying the complex mesh of industrial product supplies. But what truly sets them apart is their unwavering belief in people. They recognize the value of empowering teams, understanding that when their team succeeds, so does your business. To dive deeper into the legacy and culture of Fastenal, click here.

Guiding Innovators Towards Supply Chain Excellence

Innovation lies at the core of Fastenal's mission. They believe that every individual, whether they're reinventing the wheel or merely introducing incremental changes, is an innovator. Fastenal's mission isn't just to serve innovators but to actively nurture them, providing an environment conducive for new ideas and strategies. Their vision is clear: aligning with the priorities and objectives of their partners and aspiring to be the unparalleled leader in local service and enterprise supply chain management.





REPLACE LESS. SAVE MORE.

Procell's device specific batteries can help savings on replacement costs and reduce your environmental impact



Wireless devices of today have very different power needs to that of the past, technology has advanced and so have the power requirements.

Duracell's professional battery brand, Procell, has developed a new range of professional batteries with higher capacity and longevity, resulting in less frequent battery replacements and savings on associated operating costs and environmental impacts. Batteries can be a costly outlay for businesses, having to replace them more often, increases the cost of purchasing more batteries, but also the cost and time of having to replace them. So how can Procell help?

Leading Technology

Through intensive device testing in its labs and working closely with manufacturers, Procell discovered a way to extend battery life, by focusing on the device power needs they were able to develop a dual portfolio of batteries with unique power profiles. All Procell batteries are tested to guarantee the highest quality and reliable performance. Environmental testing is also conducted to ensure dependable and consistent use.

Batteries can last significantly longer

Increase your battery life and performance with Procell's dual portfolio. Procell Intense for high-drain devices and Procell Constant for low-drain devices. The difference between the two is how they operate, a high-drain device will normally have moving parts and require frequent bursts of high power to function, whereas a low-drain device has less frequent use and no moving parts.

Powering Professionals

Batteries play an important role in the overall safety, performance, and reliability of many professional devices. Professional devices are increasingly technology focused and the number of battery-powered devices will continue to grow. While there are many advantages to using batteries in professional device applications, such as backup power or portability, having reliable devices is paramount and having long-lasting batteries is essential. Procell batteries have been specifically designed for the professional end-user, across the spectrum of professional sectors. Procell batteries can be used in a number of Professional devices including glucometers, Two-Way Radio, Paper Towel Dispenser Automatic Faucet and Wall Safe.

Calculate your savings

Procell uses a cost calculator to help you see what you can save on your battery costs, not only the cost to purchase them, but also the cost it takes to replace them. Through market research they have built an online tool that tracks the increased battery life their batteries can deliver against other brands of batteries. This is through the use of device testing with manufacturers.

Latest innovation

Procell have an extensive range of professional batteries, recently they have launched Procell Intense high-power lithium batteries, which have extended battery life and longer end of life notifications – CR123 and CR2. Also recently launched are their new Procell Intense Lithium coin batteries that have the very best in child safety, a bitterant coating on the coin itself that helps to combat the problems with accidental swallowing, child safe packaging and engraved warning symbols.



Core Values That Drive Fastenal

Ambition: Fastenal is propelled by a relentless work ethic. Their determination to achieve the best for their clients drives their operations.

Innovation: It isn't just about introducing new ideas. It's about constantly refining, modifying, and enhancing both business and personal practices for the better.

Integrity: Upholding ethical standards, Fastenal ensures fair, respectful, and moral behavior in every interaction.

Teamwork: Fastenal's strength lies in its coordinated and talented individuals, all converging to achieve a shared objective.



WWW.PROCELL.COM

Bolle Safety

Created more than 130 years ago in France and present in England since 58 years, Bollé Safety is the world leader in eye protection in PPE (Personal Protective Equipment). A subsidiary of the Bollé Brands group, a key international player in its market, Bollé-Safety offers a wide range of innovative, comfortable, designer eye protection adapted to each market segment (construction, health, energy, heavy industry, defense, cleanrooms, automotive, office automation...) and increasingly eco-designed. The brand equips 20 million workers over 100 countries with products that improve their performance and well-being, whenever there are vision risks, even in the most extreme environments.

Bollé Safety is also a benchmark in the prescription eye protection market (nearly 40 years of experience). One of the first companies to offer prescription protective eyewear, Bollé Safety recently launched its new prescription webshop for its network of partner opticians, distributors, and companies of all sizes. An innovative digital service that allows companies to facilitate the correction of the vision of their employees, and to offer a level of quality, reactivity, choice, and service never reached before! With this new webshop, Bollé Safety continues its mission as the international leader in eye protection: to ensure clear vision and optimal protection for all workers worldwide.

Bollé Safety also offers tailor-made solutions and customization services; it has announced in January 2023 the official launch of its customisation platform. Aimed at users and distributors, this new service allows to customise the two best-sellers of the brand: the RUSH+ and the SILEX+. Initiated in 2018,

but suspended during the health crisis, it is now revisited with an improved offer that meets all the market needs. With this new optimised service, Bollé Safety is pursuing its digitalisation ambitions and is once again positioning itself as a pioneer player in the field of vision protection.

Since 2021, the brand has accelerated its CSR approach covering the measurement of its impacts, product, and packaging innovations as well as internal commitments. As a standard-bearer, it already initiated a committed approach last June through the publication of its carbon footprint. Bollé Safety has taken a significant milestone by unveiling the results of its first CSR report in March 2023.

Accompanied by an ambitious transformation strategy involving all its products and processes, the brand aims to achieve international B-Corp certification by 2024 and to reduce the carbon emissions of each of its products by 35% by 2027. This ESG report highlights an additional step for the pioneering brand, whose ambition is to move towards a sustainable model, both in terms of economic and social strategy. The UK is a priority market for Bollé Safety, the latter aims to help transform the market to position itself as a national and international prime mover.

In September 2023 Bollé Safety announced its EcoVadis Gold Medal Sustainability Accreditation. The global recognition places the company amongst the top 5% of companies assessed by EcoVadis over 175 countries worldwide. This accomplishment represents a significant stride towards a more sustainable and socially responsible future.

www.bolle-safety.com

UNIVERSAL

RISE TO THE CHALLENGE

WAVE TECHNOLOGY

ADAPTABLE FIT

COLOR CODE

SIMPLIFIED SELECTION

PLATINUM COATING

ANTI-FOG & ANTI-SCRATCH



UNIVERSAL was engineered to combine strength, flexibility, and ergonomics in a light yet panoramic eyewear. Through these innovative goggles, bold adventurers can explore the furthest reaches of time and space. As they venture outward, they can have peace of mind that their eyes are protected with confidence in their enhanced vision.

IT'S TIME TO RISE TO THE CHALLENGE.



SEE ALL YOU CAN DO

bolle-safety.com



Beyond Packing and Shipping

Fastenal's commitment extends beyond mere delivery of orders. They provide an arsenal of services and solutions tailored to minimize the total ownership costs for their clients. Their supply solutions are designed to infuse efficiency, transparency, and control, transforming the supply chain into a seamless operation.

A Trusted Partner Across Sectors

Fastenal's diverse clientele speaks volumes about their adaptability and expertise. From supporting local school districts to partnering with global manufacturing behemoths, Fastenal has showcased versatility in collaboration and customization. They meticulously tailor their services, ensuring they align with an organization's operations, culture, priorities, and objectives. For a closer look at their collaborations, check out their case studies here.

Choosing Fastenal: A Commitment to Excellence

Fastenal is not just a vendor; it's a partner invested in its clients' success. Their commitment is evident in their consistent efforts to provide value—be it through human resources, technology, inventory, or end-to-end supply chain management. Organizations don't choose Fastenal because they need supplies; they choose Fastenal to integrate industrial supplies into their culture of excellence, ensuring operational efficiency and a competitive advantage.

In conclusion, in an age where efficiency is paramount, Fastenal emerges as the ideal partner, dedicated to crafting a streamlined and robust supply chain. Their commitment to innovation, integrity, and excellence ensures that their partners don't just survive but thrive in the competitive market landscape.

www.fastenal.com



ARCHITECTURE

THE STEINWAY TOWER
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INSIDE THE STEINWAY TOWER: A NEW JEWEL OF MANHATTAN'S BILLIONAIRE'S ROW

Business Enquirer Exclusive

Steinway Tower, standing as the embodiment of ultra-luxury in New York's prestigious skyline, heralds a fresh wave of architectural brilliance and elite urban living. Designed by the acclaimed New York-based Studio Sofield, this magnificent structure adds new meaning to cosmopolitan opulence.

Nestled in the heart of midtown Manhattan and casting a 1,428-foot shadow over Central Park, this iconic structure marks its splendid completion. Designed by the vanguard architects from SHoP and constructed on a location once revered for the historic Steinway & Sons piano establishment, Steinway Tower is more than a building – it's a symbol of legacy.

Sprawling over 91 stories and with an address as distinctive as 111 West 57th Street, this modern marvel houses 46 plush full-floor and duplex living spaces. Recent images divulged by Studio Sofield grant an intimate look into lavish lobbies adorned with exquisite limestone, marble, blackened steel, and velvet touches. To further its allure, these luxurious spaces also showcase eminent artworks by the likes of Picasso and Matisse.

111
West 57th Street
**THE STEINWAY
TOWER**
PROJECT
DIRECTED BY:
JAMIE WAITE



Studio Sofield, under the visionary direction of its founder William Sofield, intended to resurrect the splendor of New York's Gilded Age with this creation. Evoking an era when New York streets were graced by the grand mansions of magnates like Andrew Carnegie and Cornelius Vanderbilt, the Steinway Tower stands proud on what is colloquially known as "Billionaire's Row".

Sofield, in a candid conversation, mentioned his passion to make Steinway Tower a unique New York symbol. "For me, luxury is not just about grandeur. I envisioned a structure that is unmistakably and irreplaceably New York. Many potential residents might have multiple global homes, but Steinway Tower offers an unparalleled New York experience," he said.

But the grandiosity doesn't end with its living spaces. The tower boasts an 82-foot-long swimming pool, encased in a luminous chamber with panoramic windows, complemented by an array of Kentia palms. Furthermore, patrons can relish the contemporary rendition of New York's iconic King Cole Bar, artistically enhanced with a decorative balcony and custom-designed murals.

Sofield's personal touch to the project is evident. Discussing the pool, he remarked, "I have poured a piece of myself into every aspect of this design. The swimming pool, for instance, isn't your typical pool. It flaunts wooden panels, intricate details, and ornate gold leaf finishes. It is crowned with a vaulted ceiling and opulent draperies, making it a one-of-a-kind aquatic experience in the city."





Defying architectural norms, Steinway Tower flaunts a staggering height-to-width ratio of 24:1, earning it the title of “the world’s most slender skyscraper”. The façade seamlessly blends blocks of terracotta, which intriguingly alters its hue and texture based on lighting and perspective.

In the pantheon of tall structures, at 1,428 feet, Steinway Tower competes closely with New York’s 1,776-foot One World Trade Center and the 1,550-foot Central Park Tower.

Historically, super-slender or “pencil towers” became the crown jewels of Hong Kong’s skyline in the 1970s. Over time, metropolises like New York adopted this trend, adding a contemporary edge to their skylines.

The Steinway Tower, a joint venture between JDS Development Group and Property Markets Group, offers residences priced between a range of \$7.75 million to a staggering \$66 million.

In conclusion, Steinway Tower is not just an addition to New York’s skyline; it’s a testament to architectural genius, luxury, and the city’s indomitable spirit. A new age icon, it stands tall, reflecting the past, embracing the present, and hinting at a future of limitless possibilities.

www.111w57.com

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ENERGY, TRANSPARENCY, AND UNION:

How Etu Energias has become the largest private energy company in Angola



ETU ENERGIAS

**PROJECT DIRECTED BY:
REECE PLANE**

**ARTICLE WRITTEN BY:
LAURA WATLING**



Luanda city, Angolan capital from above,



CEO Edson R. Dos Santos J

The business previously known as Somoil, Etu Energias has seen an incredible shift to success since CEO Edson R. Dos Santos joined the energy company in 2020.

In the last 3 years the business has not only rebranded, but it has been reshaped, with the CEO telling Business Enquirer that “the “How” is almost as important as the “Why”.

The business' rebrand to Etu Energias encompasses the ambitious change in the business along with embodying its vision for the future.

“Etu stands for Energy, Transparency, and Union, and it is also a Bantu word which means “you and me together,” explained Edson, “not only are we in the energy sphere, we consider ourselves an energetic business. We believe in saying what we do and doing what we say, and making the right partnerships”.

But what's in a name? As Edson said, the how is just as important as the result.

On its journey to shift from petroleum company to Angola's largest private energy company, Edson and his team launched the “Emagrece” (a Portuguese word meaning “to lose weight”) program, devised to challenge every dollar spent by the business.

In addition, Etu Energias migrated its old, 1960's technology to innovative technology designed to improve efficiencies.

“New technology enabled us to mobilise a new rig, allowing the business to increase production,” added Edson.

Operating mainly out of the Lower Congo Basin, this increased production has seen the business grow from producing 7,000 barrels per day to 20,000 barrels per day. In May 2023, it announced plans to increase this to 50,000 by 2025.

“During this period of reorganisation we also improved our OpEx, bringing the production cost of a barrel down from \$22 to \$14,” said Edson.

These business improvements resulted in Etu Energias seeing a net profit of \$180 million in 2022.

Celebrating its 23rd year in business in July 2023, Etu Energias is now on a mission to become known as the “number one integrated energy company”.

An Energy Company with Care

Recently, Etu Energias was awarded the “Best Local Company of the Year” at Angola’s largest energy event: Gala AOC 2023.

Receiving the award, CEO Edson said “this award belongs to the entire Etu Energias family. Believe in your employees, bet on them and invest in your employees”.

He added, “We are very, very proud, clearly the company and our deserves it. We believe in partnerships and he progress we made wouldn’t be possible without the support of the government, that allows us to work and perform, our partners that co-invest with us in this assets, and importantly our people and their dedication that they put into the work. Most of our workforce is Angolan, 98% of the Etu Energias workforce is national, and there is passion in the work that we do. We believe that we can grow a lot more. Clearly we will continue to invest in energy.”

Workforce is an element which Edson values very highly, believing people are a key asset in ensuring Etu Energias remains sustainable.





“The business cannot grow without investing in training” he said, “we rely on good international partnerships to ensure colleagues receive the best training opportunities which can both speed up career growth and bolster the business”.

Crucially, Etu Energias has made educational and financial investment into safety, and proudly boasts two and a half years injury free.

A key mission for the energy company is to take care of the community in which it works, which expands beyond its staff, making investments in health, education and the community.

Etu Energias social investment is founded on a “one-stop” approach, ensuring that it continually provides support to its initiatives, taking the time to identify true needs.

“In regions where we have built schools for example, the question is the quality of teaching up to standard? We have advanced our investments by providing additional training to teachers and ensuring that they have accessibility to the school,” shared Edson, telling an anecdote which involved purchasing a motorbike for a teacher to guarantee they could get to work.

Creating a circular approach to its social investment, Etu Energias also ensures its support reflects the business’ capabilities by providing sustainable energy to the schools and hospitals it works with via solar panels, for example.

“As an energy company, one thing we’re very experienced in is drilling wells. One of our health initiatives is to drill wells to provide water to communities,” added Edson. To date, more than 200,000 people have directly benefited from the business social investment into health.

“As our revenue grows, our social investment will grow too,” he continued.

Combining Technology, Energy, and Nature

As Etu Energy continues to redefine its place in the market, it seeks to focus more on renewable energy.

“We started this process in 2020 when we shifted from using diesel to flared gas, which is twice as clean as coal,” shared Edson, “now, we are looking at ways that we can further harness solar power”.

With aspirations to take Etu Energias into the B2C market as a distributor via channels such as petrol stations, the business is ensuring it launches with innovations.

“Our petrol stations will be powered by solar panels and will offer a completely unique experience for customers,” said Edson.

In addition, the business is improving and upgrading its technology to ensure operational integrity such as leak detection and switching from hydraulic to jet pumps, which is yielding very good results.

“Our goal is to combine our sustainability strategy through three areas: technology, energy, and nature. For the latter, we plan to plant one million trees to further offset carbon,” explained Edson.

Whilst Etu Energias is proud of its Somoil history, its change in vision to integrate its work in upstream, downstream, and renewables, bolstered by its investments into technology, people and the community will ensure this business has longevity.

“It is predicted that the demand for energy will grow by 30% by 2050, most of which will be in developing economies. Etu Energias are putting the steps into place now to ensure we are the premier provider to support this demand for the future,” said Edson.

www.etuenergias.co.ao



THANK YOU AND SEE YOU AT



ANGOLA
OIL & GAS



ANGOLA OIL & GAS 2023: A TRIUMPH FOR THE ENERGY INDUSTRY

Angola Oil & Gas 2023 has once again asserted its significance in the world of energy, creating waves of positive change and fostering promising dialogues for the future of Angola's oil and gas sector.

The two-day conference and exhibition, which took place in Luanda on the 13th and 14th of September, witnessed the converging of industry leaders, policymakers, and experts from 45 countries, with 1,422 participants and 75 senior delegates, marking a notable increase in engagement from its previous editions. Held under the leadership of the Minister of Mineral Resources, Oil and Gas, H.E. Diamantino Pedro Azevedo, and supported by the National Oil, Gas, and Biofuels Agency, AIDAC, as well as the African Energy Chamber, the event marked its fourth successive year, continuing to establish Angola as a pivotal energy hub.



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MINISTÉRIO DOS RECURSOS MINERAIS, PETRÓLEO E GÁS



One of the resounding successes of this year's event was its powerful emphasis on diversity and inclusivity. The industry's stride towards acknowledging and celebrating the role of women in oil and gas was particularly evident, an essential step in ensuring a more equitable and diverse sector. Embodying this spirit were the conference's Master of Ceremonies, the dynamic female duo of Dinamene Maria Moisés da Cruz, a respected figure in Angolan broadcasting, and Tania Habimana, an award-winning bilingual entrepreneur with commendable media experience from her tenure at CNBC Africa's 'Closing Bell'.

The event showcased over 70 industry luminaries, providing insights into the geopolitical and economic issues that shape the Angolan energy sector. High-level speakers included H.E. Sophie Gladima, Minister of Petroleum and Energies from Senegal; H.E. Antonio Oburu Ondo, Minister of Mines and Hydrocarbons from Equatorial Guinea; Hon. Omar Farouk Ibrahim, Secretary General of the African Petroleum Producers Organization; and NJ Ayuk, Executive Chairman of the Africa Energy Chamber. Their insights, paired with thought-provoking discussions, ensured that participants left with a clearer understanding of the present challenges and future potentials.



The event's sponsors and exhibitors played a pivotal role, with diverse opportunities for branding, VIP access, content promotion, media management, and fostering meaningful relationships. Their commitment underlines the significance and potential of the Angolan energy market and its growth trajectory.

The 2023 edition has undeniably solidified the Angola Oil & Gas Conference & Exhibition's position as an essential calendar event for energy professionals globally. The impressive turnout, the quality of discussions, and the spotlight on diversity have raised the bar for subsequent editions.

With eyes now set on the 2024 event, there is an air of anticipation. As the event organizers conveyed their gratitude for the success of AOG 2023, they also extended an invitation to the global energy community to join them for AOG 2024, promising even greater heights in Angola's energy industry.

In reflection, Angola Oil & Gas 2023 not only celebrated the successes and potential of the Angolan oil and gas sector but also highlighted the importance of collaboration, diversity, and innovation in driving the industry forward. The event's success story is a testament to the unwavering spirit and resilience of the Angolan energy community and the broader African continent.



INVESTING IN ANGOLA'S OIL AND GAS MARKET: A PROMISING FRONTIER

As global economies adjust to new dynamics and market drivers, diversifying investment portfolios has become a mantra for savvy investors. One promising frontier emerging as an attractive investment destination is Angola's oil and gas market. Historically, Angola has been one of the major oil producers in sub-Saharan Africa, and in recent years, there have been renewed efforts to bolster the country's oil and gas sector. Here are compelling reasons to consider investing in Angola's oil and gas market:

Vast Untapped Potential: Angola's offshore basins remain largely underexplored. Recent discoveries in deep and ultra-deep waters signal the presence of considerable oil reserves. With advancements in exploration technologies and offshore drilling, these reserves are becoming more accessible, creating immense opportunities for investors.

Strategic Geographical Location: Angola's proximity to major oil-consuming markets, such as China and India, offers a logistical advantage. As Asia's energy demands continue to surge, Angola's oil can serve as a crucial supply line, ensuring stable and profitable returns.

Governmental Support and Reforms:

Recognizing the potential of the oil and gas sector as a significant driver for economic growth, the Angolan government has initiated a series of reforms. The creation of the National Agency of Petroleum, Gas, and Biofuels (ANPG), separate from the national oil company Sonangol, allows for increased transparency and efficient management of the country's hydrocarbon resources.

Favorable Investment Climate: Angola has been actively courting foreign investments with competitive fiscal terms and investment-friendly policies. Efforts to reduce bureaucracy, streamline licensing rounds, and ensure contractual transparency make Angola's oil and gas sector increasingly attractive to foreign investors.

Infrastructure Development:

Angola has invested significantly in developing its oil and gas infrastructure. The country boasts state-of-the-art terminals, refineries, and a growing network of pipelines. As Angola further develops its liquefied natural gas (LNG) capabilities, it stands poised to become a key player in the global LNG market.

Diversification of the Economy:

While oil remains a dominant sector, Angola's leadership acknowledges the need for economic diversification. Revenues generated from the oil and gas sector are being channeled into other sectors, creating a multiplier effect. For investors, this signifies a stable economic environment and reduces the risks associated with overreliance on a single sector.





Skilled Workforce: Angola's burgeoning oil and gas sector has led to the creation of specialized training institutions. The country is steadily building a skilled workforce proficient in various facets of the oil and gas industry. This not only ensures efficient operations but also reduces the reliance on expatriate workers, leading to cost-effective project implementations.

Robust Demand Dynamics: Global energy demands are slated to increase in the coming decades. Despite the rise of renewable energy sources, oil and gas continue to play a pivotal role in the global energy matrix. Angola, with its significant reserves and production capabilities, is well-positioned to cater to this rising demand.

Potential for Value Addition: Beyond mere extraction, there's potential for value addition in Angola's oil and gas sector. Refining, petrochemicals, and downstream industries offer avenues for further investments. As the country seeks to reduce its dependence on oil imports, refining capacities are set to expand, presenting lucrative opportunities.

Stable Political Climate: Over the past years, Angola has enjoyed relative political stability. A stable political environment is conducive for long-term investments, especially in sectors like oil and gas, which require substantial upfront capital and have extended project timelines.

In conclusion, Angola's oil and gas market presents a confluence of favorable factors, making it an attractive investment destination. From vast untapped reserves and strategic geographical positioning to government support and a burgeoning infrastructure, Angola offers a promising landscape for investors looking to capitalize on the oil and gas boom. As the global energy landscape evolves, Angola's oil and gas market emerges as a beacon of opportunity, beckoning investors to partake in its growth story.



Sonangol

SONANGOL GROUP: A PILLAR OF PROGRESS MAKING ANGOLA ATTRACTIVE FOR GLOBAL INVESTMENTS

LUANDA, Angola - The Sonangol Group, Angola's parastatal powerhouse in the oil and gas industry, has been making significant strides, positioning Angola as a prime destination for international investors and businesses.

Originating from the oil works of major global giants like Texaco, Total, Shell, and Mobil, the Sonangol Group has managed to transform the country's massive petroleum and natural gas reserves into a booming industry. With a staggering estimate of over 5 billion barrels of offshore

and coastal petroleum reserves, Angola's new discoveries are thriving, with a rate that outpaces consumption by a 5-to-1 ratio.

In a display of its growing prominence, the Group reported a commendable 38% increase in revenues in 2021, with turnovers surging to US\$8.5 billion from US\$6.1 billion in the previous year. This substantial growth is a testament to the Group's robust management and its relentless focus on expanding Angola's oil and gas capacities.

One of the critical highlights in the Group's recent history was the strategic decision in April 2021, where Sonangol sold its stake in Puma Energy to Trafigura for \$600 million. This move not only showcased Sonangol's acumen in navigating the global energy trading landscape but also emphasized its commitment to strengthening local infrastructures, as seen by its simultaneous purchase of Puma's assets in Angola.

These assets, which encompass the Puamngol chain of gasoline stations and

several airport and marine terminals, underscore Sonangol's vision of developing a holistic and integrated energy ecosystem in Angola.

With its head office in Luanda and commanded by Chairman and CEO Sebastião Gaspar Martins, the Group has been a significant employer in Angola.

Currently, Sonangol takes pride in its workforce of 13,000 dedicated employees, who are the driving force behind its achievements.



The journey has not been without challenges. Changes in leadership, regulatory shifts, and global economic fluctuations have shaped Sonangol's path. But with every challenge, the Group has showcased resilience and adaptability.

The government's decision in February 2019 to transfer industry regulation functions from Sonangol to the newly formed National Oil, Gas and Biofuel Agency (ANPG) was a step towards decentralizing power and promoting a

more streamlined approach to industry regulation and contract awards.

Today, as Angola garners attention on the global stage, Sonangol Group stands at the forefront, signaling the nation's immense potential and its commitment to sustainable growth. As the world continues to seek new avenues for energy investments, there's no doubt that Angola, with Sonangol at its helm, is poised to be a beacon of opportunity.

www.sonangol.co.ao



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Five mistakes you're making when trying
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FIVE MISTAKES YOU'RE MAKING WHEN TRYING TO BUILD MUSCLE

according to fitness experts

Staying consistent with your muscle-building workout routine is essential – not just for your body but also for your mind, to train yourself into a habit of exercising. However, it's easier said than done when you struggle to see results.

Fortunately, fitness equipment company Mirafit have highlighted five mistakes you might be making when trying to build muscle for you to avoid.

You don't get enough sleep

Sleep can often be overlooked when it comes to exercise; you may think that sacrificing a good night's sleep to wake up early for a workout will benefit your fitness goals, but if you do this consistently, it could be the reason you don't see results.

A minimum of 7 hours of sleep each night is crucial for building muscle; without this, your testosterone production will decrease, an essential hormone for muscle building in men and women. Because of this, your cortisol levels will be higher, which breaks down muscle mass and will hinder your progress. As well as this, your body won't have enough energy to push yourself when you work out, so it will be more of a challenge to lift heavier weights,

which is vital for muscle growth. If you wake up early to exercise, sleeping earlier at night will tackle this problem.

Your form is incorrect

Your form should always be a priority in your workouts to ensure you are targeting the intended muscles, particularly over the weight you lift – with improper form, you will see little to no progress and face the risk of strains, sprains, and tears.

Ego lifting is one of the main causes of incorrect form, a term used to describe someone who tries to lift heavier than they can handle, and it therefore impacts form; it's crucial only to lift weights where you can still complete a rep slowly and with the correct technique. Doing so will ensure that you're targeting the right muscles and will allow you to increase your weights gradually. On top of this, warming up with no weight can help you practice your form, which is particularly beneficial for beginners.

You're overtraining

While it's essential to work out regularly to see results, there's such a thing as working out too much, causing your chemicals

like glycogen and testosterone to be out of sync in your body. Overtraining can not only cause muscle soreness, which will prevent you from reaching your full potential when exercising, but it can also lead to injuries like sprains, resulting in time off from the gym.

Rest days are key for muscle growth, giving them time to repair and replenish the glycogen stores to prepare for your next workout. Generally, you should wait at least 48 hours before training the same muscle group, as well as factoring in at least one complete rest day each week. As well as this, avoid excessively long workouts and increasing intensity and volume abruptly. You can also keep track of your workouts, including your exercises, reps, sets, and rests, to help you to recognise if you are overtraining. As always, it is important to consult a doctor or a professional before undertaking strenuous exercise.

Gareth Sapstead, world-respected strength and physique coach, has commented on the issues of overtraining: "In an ideal world, if you put the most time and effort into your training, then you should be rewarded by seeing the fastest growth in muscle and changes to your physique. Unfortunately, that just isn't the case."

"Training is a stressor, and it is the careful balance of stress and recovery that will ultimately determine how fast your body changes as a result of your workouts. Everyone has a unique capacity for how much stress their body can handle (i.e., an optimal level of stress). Too little will leave progress on the table, while too much can result in overtraining and the negative effects that come with it."

You need to alter your diet

Two of the critical components of a muscle-building diet are protein and calories. A high-calorie intake allows your damaged muscle tissue to regrow after a workout, while foods high in protein provide your body with amino acids which help your muscles repair and rebuild.

It's important to remember that increasing your calorie intake doesn't necessarily need to be unhealthy, as you can opt for foods like oats, avocado, and brown rice; on the other hand, boiled eggs, chicken breast, and Greek yoghurt are just a few examples of healthy high-protein foods to add to your diet.

You do too much cardio

There's no doubt that cardio has many benefits for your health, including weight loss and lowering blood pressure – but too much of this can hinder your muscle-building progress.

Cardio burns off lots of calories that are important for muscle growth while also reducing testosterone levels, which contributes to muscle growth by generating proteins. As well as this, cardio causes fatigue, meaning you're unlikely to perform as well during muscle-building workouts. Two cardio workouts each week is typically enough to reap the benefits without preventing the muscle-building progress, but if you're still not seeing results, try a shorter workout or cut back to once a week.

Gareth Sapstead from Mirafit has commented: There's an abundance of information surrounding exercise, specifically regarding muscle-building, and it can be overwhelming for fitness enthusiasts to take in; in some cases, it may even cause a loss of motivation."

"However, once you understand the mistakes that may be preventing muscle growth, you can learn to fix any bad habits to start seeing results, whether that be your diet or your form. Everyone was once a beginner in the gym, so mistakes are common – but it's important to stay determined and always be open to learning information surrounding fitness to help you on your journey."

This information was provided by Mirafit, fitness equipment providers who strive to improve accessibility and encourage participation.



The most popular sports teams in America revealed

The Dallas Cowboys are America's most popular sports team and receive more than nine million Google searches each month.

The NFL is America's most popular sports league, with an NFL team being the most searched in 26 out of 50 states.

MLS teams did not appear in the top five searches for any state.

The analysis undertaken by leading gambling publisher CasinoReviews.net analyzed Google searches for 153 teams across the NFL, NHL, NBA, MLB, and MLS sports leagues.

They looked at the combined number of searches for each team name and nickname as well as search terms such as 'team name score,' 'team name tickets,' and 'team name news' to determine who are the most popular in each state.

The Dallas Cowboys were crowned as the most popular sports team in America. The NFL heavyweights solidified their nickname as 'America's Team,' receiving more than nine million searches on average each month across the US, of which 3.3 million searches originated from their home state of Texas. That's 200,000 more monthly searches than there are homes in Dallas with TVs.

Dallas Cowboys ranked as the most searched for sports team in four states: Texas, New Mexico, Mississippi, and Arkansas. The team also appeared among the top five most searched for teams in 31 out of 50 states.

The Philadelphia Phillies placed as the second most searched for sports team in America, with more than six million monthly Google searches. More than half (3.3 million) of these searches came from their home state of Pennsylvania.

The Phillies appeared as the most searched for sports team in three states, New Jersey, Delaware, and their home state of Pennsylvania, proving that baseball continues to hold its allure on American sports fans. Their position in the rankings makes them America's most popular baseball team.

The **New York Yankees** place third with more than five million Google searches dedicated to the 27-time World Series winners each month, 1.53 million of which came from their home state of New York.

The Yankees were the most popular team in a single state, Connecticut, where they garner more than 272,000 searches on average each month. They were also among the five most searched for teams in seven out of the 50 states, including New York where they came second behind Buffalo Bills.



The **Atlanta Braves** place as America's fourth most searched for team receiving more than 4.73 million Google searches each month on average, 1.87 million of which come from their home state of Georgia. To put that in perspective, that's more searches than there are students in every school across the state.

The Braves are the most popular team in three states, Georgia, Alabama, and South Carolina, and appeared in the top five searches for six out of the 50 states.

Miami Heat are the fifth most popular team in America with an average of 4.7 million monthly Google searches. They were the most searched for team in their home state of Florida, receiving more than 1.8 million searches each month, but failed to make the top five in any other state.

To demonstrate just how popular Miami Heat are in their home state, the team receives almost as many searches as the Miami Dolphins and Tampa Bay Rays combined.



**MIAMI
HEAT**



Two football teams occupy the next two spots. **Buffalo Bills** are the sixth most popular sports team, receiving 4.68 million Google searches on average each month, while the **Philadelphia Eagles** place seventh with 4.62 million monthly searches dedicated to the four-time NFL championship winners.

Los Angeles Lakers come in eighth position with 4.5 million searches each month, while the **Golden State Warriors** are America's ninth most popular sports team, with more than 4.28 million searches dedicated to the team each month.

The **Green Bay Packers** round off the top ten with an average of 4.22 million Google searches each month. They also appear in the top five most searched for teams in nine out of 50 states and are the most popular team in their home state of Wisconsin.

Across the American sports landscape, the NFL is the most popular sports league, with 26 states having an NFL team as their most searched for team. MLB is the most popular in 16 states, reinforcing its title as 'America's pastime!'



The NBA is the most popular in seven states, while the NHL makes the biggest mark in just one state, Nevada.

Despite the MLS's recent rise in popularity, with world-famous signings such as Lionel Messi, Sergio Busquets, and Jordi Alba joining Inter Miami this year, no MLS team was the most popular in any state.

Speaking on the findings, Nikoleta Kuncheva, project manager at CasinoReviews.net said:

"With the NFL season in full swing, it's fascinating to see which teams are the most popular across the nation. Football teams account for more than half (55%) of the 20 most popular teams, with the Cowboys, Bills and Eagles taking the podium as the most searched for NFL teams overall.

"This study not only reveals that NFL teams are some of the most popular, nationwide, with football teams appearing as the most searched for in 26 states, more than any other sports league. Baseball teams were second most popular, coming top in 16 states, while soccer teams failed to take the top spot in any state."

Parenting expert answers TikTok's most-asked questions about raising children

including why you shouldn't feel guilty for being busy

A parenting expert has shared the answers to the questions repeatedly cropping up within the parenting community on TikTok - including those discussing parenting guilt.

This follows some new analysis conducted by Parenting for Brain, which involved collating the most commonly asked queries under #parentingquestions on TikTok, and establishing which topics parents seek support with the most.

According to Pamela Li, Editor-in-Chief and expert at the parenting wellness brand Parenting for Brain, TikTok is a great way for struggling parents to feel connected to others, as she says: "Facing the day-to-day stresses of parenthood can often result in people feeling anxious - particularly if they're first-time parents or perhaps don't have a solid support system.



"Engaging with those in a similar situation can help combat this anxiety by creating a sense of camaraderie and community, reducing feelings of isolation and allowing mothers and fathers alike to find comfort in the fact they are not alone, and that how they feel is normal."

So, what were the most asked questions? The data reveals that the key discussion points included how children use technology, how to discipline them correctly - and how to combat parenting guilt.

1. Does anyone else experience parenting guilt?

Wanting to know if others felt guilty about how they parent their child proved the most common query related to validation on TikTok, appearing in one-fifth (21%) of posts touching on the topic.

Per the findings, Pamela Li says, "Parents, especially mothers, tend to struggle with guilt if they believe they aren't spending enough time with their child. However, the amount of time you spend with your child doesn't automatically determine how good of a parent you are!

"Focus on the quality of the time you spend together instead. Connect with them, ask about their day, support their emotional needs - that's the stuff that matters."

2. How do you find time for yourself?

Interestingly, while most posts conveyed parents' guilt about not spending enough time with their little ones, others sought advice on the best way to prioritize personal time.

Of the queries that discussed routine, over half (57%) focused on how to find personal time as a parent - either to get chores done or simply have time to rest and recoup.

Pamela Li says: "Alone time is something every person craves, yet it is one of the hardest parenting challenges to overcome as you have someone else that you're responsible for at all times - especially if you're a single parent or are alone for significant portions of the day.

"As long as you ensure you have quality interactions with your child, you shouldn't feel guilty for making time for yourself. In fact, it's recommended to do so that you don't become burnt out and so that you can make sure you're in the best condition you can be while parenting.

"In the same way that you might schedule a half-hour to help with homework, carve out a non-negotiable slot just for you. If this means you need to have a time-saving meal that night or leave reading a bedtime story to your partner, so be it."

3. How do you discipline a child who won't listen to you?

A common question that circulates TikTok's parenting community is about how to respond to a child who refuses to follow instructions as this appeared in almost half (40%) of queries discussing discipline.

As Pamela Li explains, discipline in this instance will only be successful if a three-component system is implemented. She says: "First, parents must work to build a supportive relationship with their child, that way they see them as a respected and caring caregiver.

"Then, they should introduce positive reinforcement and adopt a "caught-being-good" attitude by praising good behaviour rather than just focusing on punishing or pointing out the bad.

"Finally, allow natural consequences. If your child refuses to go to sleep, let the struggle of waking up in the morning teach them their lesson about staying up past bedtime – rather than punishing them for a mistake they don't understand they're making.

"That way, the child knows that there are repercussions to their actions and hopefully will start behaving to avoid them."

4. Should you give children unrestricted access to devices?

Exactly half (50%) of the technology-focused questions were about whether children should have parental controls on their devices to filter out harmful or inappropriate content.

Pamela Li explains: "Whilst parental controls can be useful in preventing abusive content creeping onto younger children's screens, parental controls with teenagers tend to be less effective - especially with social media.

"Teenagers may interpret it as controlling behaviour, and since they will likely figure out a workaround anyway, your relationship will be damaged without you having achieved your goal.

"Instead, try having an open and honest conversation with them, speaking of the potential dangers and advising them on how to stay safe. Start a discussion about why parental filters are important and what you're hoping to achieve by having them in place - and you might find that they're more open to implementing them if it feels like a joint decision."





5. What is an appropriate age for a child to go on a sleepover?

1 in 5 (20%) of the age-related queries revolved around what age is best to let a child stay elsewhere overnight, with parents concerned about allowing this milestone too early.

Pamela Li explains: “There’s no set rule for the correct age for a sleepover. It depends on the child - while some might be ready at seven years old, others might not be until 12.

“Are they likely to be happy visiting friends’ houses without you staying? Can they do their bedtime routine on their own? Have they expressed excitement about having a sleepover? And remember, don’t be angry with them if they change their mind halfway through the night and ask to come home - rather, be proud of them for giving something new a go.”

Based on the TikTok data, the most common reason parents used the #parentingquestions was to seek validation (29%) from others experiencing similar challenges with parenthood.

When sorted into categories, the five most common reasons parents were turning to the platform were to seek help with topics on:

- Validation
- Community
- Age
- Parenting Style
- Routine

Mothers appeared to rely on TikTok as a parenting community the most, as they accounted for 88% of those using the #parentingquestions.

Users also sought help with toddlers aged one to three, more than any other age group, with almost a quarter (24%) of queries relating to this stage.

This was closely followed by children aged three to eight (21%), whereas teenagers seemed the least troublesome, as less than 1 in 10 questions were associated with them.

Summarising the findings, the Parenting for Brain expert says: “While TikTok is a great way to seek support and advice from your peers, it’s important to remember that it’s a social media platform with a billion users.

“Not only does this mean there’s a higher likelihood of misinformation, there’s also countless opinions on the correct way to raise a child being voiced.

“It would be impossible to live up to all these parenting styles as they have vastly different approaches – especially as it is a global platform. You need to find what works for you and your son or daughter.

“If you have genuine concerns about parenting or your child, make sure that you consult a professional and take the advice you receive online with a pinch of salt.”

Sources: TikTok (analysed 100 videos under the hashtag section #parentingquestions)

The European Destination **FOR LUXURY EXPERIENCES**

In a report released by Mastercard, the travel industry is still in a period of post-pandemic growth, with business travel catching up with leisure.

“Leisure and business travel are now growing at the same rate, up 33% from the same month in 2019 by the end of March 2023, a 42% year-over-year-to-date change from 2022 to 2023,” says the report.

Still being driven by pent-up demand, Mastercard Economics Institute’s analysis highlighted that France will be a tourism hotspot for 2023, particularly for travellers from North America, Eastern Europe, and the Middle East.

Further to this, Mastercard’s report highlights that spending on unique experiences when travelling is up by 65%, evidence that tourists are investing more into their travels.

For the traveller looking for an experience like no other, what the second smallest sovereign state in the world (the first being the Vatican), Monaco, lacks in landmass it makes up for in luxury.

For a visual reference, Monaco, which is less than one square mile, is around the same size as London’s Hyde Park. With an estimated population of just over 36,000 (of which one in three is said to be a millionaire), Monaco is the most densely populated sovereign state in the world.

Situated along the French Riviera, Monaco boasts the world’s highest GDP per capita, GDP PPP per capita, and GNI per capita. With its Mediterranean climate, historic architecture, and millionaire hotspots, it’s unsurprising that Monaco’s largest industry is tourism.

Experiences Fit For Royalty

When it comes to unique experiences with a golden touch, travellers need look no further than Monaco. A state steeped in royal history, Monaco is governed by His Serene Highness Albert II. The Grimaldi family, of which all Monégasque royalty join, is the longest reigning royal family in Europe.

Rated the second best tourist attraction in Monaco, get a sense of the state’s



royalty by visiting The Private Collection of Antique Cars of H.S.H. Prince Rainier III.

A unique experience, the collection features around 100 historic cars, from a 1903 De Dion Bouton to the 2013 Lotus F1 via Hispano Souza. You'll also find the Lexus used for the royal wedding in 2011, as well as the racing cars seen at the Monte Carlo Rally and the Formula 1s from the Monaco Grand Prix.

And if racing cars is your thing, where better to experience the thrill of the race track than in one of the most famous locations.

Guided tours are on offer, such as the Monaco Inside Track which will take you on all the twists and turns of the famous track, including the renowned Fairmont Hairpin Curve.

Found overlooking the mediterranean sea in Monaco's Monte Carlo quarter, the Fairmont Monte Carlo is not only home to the hairpin, but also the Grand Prix's tunnel.

As modes of transport go, Monaco is also well known for its Port Hercules harbour, considered by some as the world's number one yachting destination.

Hosted at the Fairmont Monte Carlo, 2023's Monaco Yacht Show included over 500 awe-inspiring exhibitors such as Admiral Giorgio Armani, Brabus, and Yachtique. Plus many superyachts, including Sunreef Yacht's 80 Sunreef Power Eco, were on exhibition.

Also attending the Monaco Yacht Show was IYC Yachts, the luxury yacht broker. Find out more about IYC on page 128.

The Jewel in the Crown

When talking about Monaco, it is remiss not to mention the famous Casino de Monte-Carlo, which will celebrate its 160th anniversary in 2025.

As a tourist, you are honoured to gain access to the casino and gaming room,



a privilege not allowed to the Monégasque people - which make up 21% of the state's population.

With its Belle Époque architecture and expansive gaming rooms lit with Bohemian crystal chandeliers, the Casino De Monte-Carlo offers visitors a taste of luxury fit for James Bond - which it has become synonymous with.

Adding that extra touch of sophistication and attention to detail, the gaming tables of the casino are crafted by artisans

in the Société des Bains de Mer's own workshops, whilst its croupiers ensure players receive a world-class experience.

As well as its gaming facilities, the Casino De Monte-Carlo also features two restaurants: The Salon Rose and the Train Bleu.

The Salon Rose serves up dishes from its lunch and evening brasserie menu in a warm, relaxed atmosphere whilst the Train Bleu invites diners to tuck into Mediterranean fine-dining.

For those looking to quench their thirst in a luxurious setting, the casino has three lounge bars to choose from - the glamorous Lounge Bar Salle Europe, the exclusive Le Bar Salle Blanche, and Café de la Rotonde, considered one of Monaco's best kept secrets!

If we've piqued your interest in the "Pearl of the French Riviera", it's time to find a place to stay. Look no further than the renowned Fairmont Monte Carlo...

Fairmont

MONTE CARLO

Fairmont Monte Carlo

Matching the sophistication and elegance synonymous with Monaco, the Fairmont Monte Carlo is beautifully located in the centre of the quarter overlooking the mediterranean sea.

As well as 596 stylish guest rooms and suites with contemporary decoration inspired by Monaco's heritage, the hotel features a spa and fitness centre, a selection of bars and restaurants - including Monte Carlo's Nobu, and the famous Nikki Beach club on the Fairmont's rooftop.

Whilst the Fairmont Monte-Carlo is loyal to its Monégasque roots, the hotel's Regional Vice President, Pierre Louis Renou, tells Business Enquirer that the Fairmont is dedicated to meeting the evolving needs of its clientele.

"We take a sensitive approach to evolving the hotel, ensuring that we don't lose the essence of Monte Carlo's iconic hotel, but continually improve the facilities and technology to meet the demands of our guests," said Pierre.

Most recently, the hotel has seen the renovation of its guest rooms and restaurant, as well as the renovation of Nikki beach in 2022. In addition, an improvement of its spa and fitness facilities will be launched this winter.

In 2022, the Fairmont Monte Carlo was recognised for its CSR initiatives.

"Every decision we make at the hotel we take into consideration the impact it will have on the environment, and measure it going forward," said Pierre.

**CLICK HERE
TO SEE THE FULL
VIDEO INTERVIEW
WITH CEO
REGIONAL VP,
PIERRE-LOUIS
RENOU**





The hotel uses cutting-edge technology, such as its innovative heat pump which utilises seawater to generate air conditioning and heating in its facilities. In addition, its restaurants use produce sourced from responsible and local farms, and recycle its compost and cooking oil.

“Our L’Horizon Rooftop restaurant features a bioclimatic structure over the terrace that offers an ingenious design and promotes natural ventilation,” shared Pierre, “it’s helped us to establish a minimal ecological footprint by avoiding unmeasured energy consumption, whilst creating a refreshing microclimate for our customers”.

The Fairmont Monte Carlo’s sustainability initiative has seen it decrease its electricity consumption by 20%.

As of 2024, the Fairmont Monte Carlo, as well as Accor’s entire collection of properties announce the removal of single use plastic from its facilities.

“I’m very proud to be part of a business which has taken such actions to help the environment,” added Pierre, “it’s been a big internal culture shift which has been fully adopted and respected by our team”.

For those travelling with children, the Fairmont Monte Carlo has an enriching Kid’s Club which runs fun programmes driven to share its sustainability values. It also offers a multilingual baby-sitting service.

Amongst the properties facilities are 19 meeting rooms and two ballrooms able to accommodate up to 1500 guests. Hosting everything from private parties to high-visibility conventions, the Fairmont Monte Carlo’s 2024 calendar will feature events such as the Tour de France, The Rolex Monte Carlo Masters, and the Monaco E-Prix.

In September 2023, the hotel hosted the Monaco Yacht Show, attended by premier yacht broker IYC...

www.fairmont.com

IYC

With offices in the world's major yachting hubs such as Florida, St Barts, and Monaco, IYC specialise in the sale and purchase of super yachts, as well as managing luxury yacht charters, yacht management, and crew placement services.



**CLICK HERE TO
SEE THE FULL
VIDEO INTERVIEW
WITH CEO
RAPHAEL
SAULEAU**



The yacht charter and brokerage company has seen significant growth in the last six years, with investment into digital and IT and demand for sustainable yachting a driving factor.

Exhibiting at the Monaco Yacht Show, IYC held a roundtable discussion with other yacht industry experts at the 2023 Monaco Yacht Show to discuss what approaches can be adopted to support sustainability at sea.

IYC's CEO, Raphael Sauleau, highlighted to Business Enquirer the need for an industry wide approach to sustainability to drive this forward.

"When it comes to sustainable practices, it is important that we work with the shipyards, the yacht staff, and clients, to ensure good practices are applied and compliance is met at every touch point. This can be from incorporating environmentally friendly technology, applying the correct paint, and using the right fuel," explained Raphael.

Consistently ranked within the top three brokerage companies in luxury yacht sales globally, IYC is proud to have sold some of the prime yachts on the market worldwide. Over the past five years the company has sold more than 280 yachts valued at over \$2.5 billion.





“In the last 15 years we’ve tripled the number of yachts in the market, which is one of my proudest achievements,” Raphael said, “by 2026, IYC will be the broker behind an additional 500 boats coming to the water”.

Most recently, IYC acquired an IT business, which has seen the firm’s development of BLUE, a management support software.

BLUE, which is exclusive to IYC, has been designed to seamlessly incorporate its yacht management operations.

“Fully customised to meet the demands of yachting, BLUE makes life on board simple. With several layers of intelligence, it automates administrative tasks and compliance requirements, operating as a ‘virtual yacht manager.’ Use of the software removes the risk of human error, increasing peace of mind for all,” explained Raphael.

In addition, IYC is unique in that it is the only business of its size in the yacht

industry which offers an online payment system for charters.

Raphael believes that IYC’s success is founded on its experienced team. The brokerage side of IYC utilises its Intelligence team to closely follow the latest global trends, providing insight into the best buys in the industry as well as off-market deals.

Meanwhile, it employs a team of experts across all fields, including Naval Architects, Marine Engineers and Technical Managers, to support the development of new build yachts to meet client specification. The highly knowledgeable team provides technical consultation throughout the construction phase until the completion of the delivery sea trial, and after sales care and compliance.

IYC also supports its clients in chartering yachts across the world, with over 130 destinations available to explore.

www.iyc.com

MBC Monaco Black Cars



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Let yourself be transported through the French Riviera, aboard our prestigious vehicles. Choose to leave now using our chauffeur-driven transfer service, available 7 days a week, 24 hours a day. Whether you need private or business travel, we offer you the freedom to decide your destination, with departure at the time of your choice and an itinerary that suits you for a service that meets your requirements.

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MONACO BLACK CARS offers you the rental of luxury vehicles for your events, whether it is a sedan, a sports car or a 4x4, we will be able to meet your expectations.



Mercedes S-Class

The Mercedes S-Class has acquired a reputation for excellence and for good reason, it has experience because the Mercedes flagship has always transported the world’s elite.



Mercedes V-Class

This Mercedes V Class is ideal for large families, sports enthusiasts or even professionals for transport between an airport and a hotel for example, for seminars, congresses or even during a festival.



Mercedes-Maybach S-Class

The limousine that takes care of its occupants.



Tesla Model Y

The Model Y is an all-electric mid-size SUV. It offers unrivaled protection and versatile cargo space.



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Jean Castellini: A Pioneer in Monaco's Economic Advancement

Monaco, the glittering jewel of the Mediterranean, is celebrated for its opulence, luxury, and breathtaking scenery. Its alluring vistas, lavish resorts, and world-renowned casinos have made it a coveted destination for travelers worldwide. Behind this facade of splendor lies a tale of success intertwined with the influential figures who shaped its destiny, and one such luminary is Jean Castellini, the former Economics Minister.

Guided Leadership and Vision

Jean Castellini's tenure as Monaco's Economics Minister stands as a beacon of the principality's triumphs in the 21st century. With a steadfast commitment to sustainable and forward-looking economic policies, Castellini ensured Monaco's legacy not just as a symbol of luxury but also as a model of progressive development.

His oft-repeated philosophy, "Monaco's wealth is not merely its earnings, but its visionary strategies and dedication to its people," underscores his dedication to inclusive and sustainable economic progress.

A Comprehensive Development Strategy

Castellini's legacy is defined by his comprehensive approach to development. Rather than confining his focus to traditional sectors, he played a pivotal role in diversifying Monaco's economy,

providing resilience against global economic fluctuations and ensuring enduring prosperity for its citizens.

"Diversification is not a tactic, but a necessity. In an ever-changing global landscape, we must remain adaptable and responsive," asserted Castellini, demonstrating his profound understanding of global economic intricacies.

Monaco Tourism: A Global Marvel

Under the guidance of leaders like Jean Castellini, Monaco became an international tourism powerhouse. Its attractions, from the iconic Monte-Carlo Casino to the Monaco Grand Prix, captivate visitors from across the globe.

Monaco's allure isn't confined to its grandeur; it's found in its intimate details. Its winding alleys, local cafes, and serene beaches offer an enchanting experience unparalleled elsewhere.

In Castellini's words: "Tourism in Monaco isn't just about opulence; it's about immersion. It's about becoming part of a narrative centuries in the making."

Sustainability and Tourism

Castellini's commitment extended to sustainable tourism. Recognizing Monaco's natural beauty as a precious asset, he spearheaded efforts to ensure eco-friendly tourism practices.



The promotion of green initiatives, eco-tours, and sustainable infrastructure development became the cornerstones of Monaco's tourism industry, guaranteeing the preservation of the city-state's captivating beauty for generations to come.

A Transition of Leadership

After more than a decade of dedicated service, Jean Castellini stepped down from his role as Monaco's Minister of Finance and the Economy. His departure marked the end of an era, leaving behind a legacy of economic growth and visionary leadership.

An official statement released by the Cabinet de S.A.S. Le Prince de Monaco on Friday, 15th September, announced Castellini's departure. His successor, Marco

Piccinini, a prominent figure in Monaco with extensive ties to its political, business, and sporting spheres, assumed the role.

In a world where leadership is scrutinized, Jean Castellini's legacy stands as a testament to visionary, committed, and principled leadership. His tenure as Monaco's Economics Minister not only solidified the principality's position as an economic powerhouse but also ensured that the allure, elegance, and charm of this Mediterranean paradise endure.

Monaco, under the guidance of luminaries like Castellini, is more than just a tourist destination; it's an encounter, a saga of triumph, and a tribute to the unwavering spirit of progress. As visitors continue to flock to its shores, they don't merely witness the magnificence of a city but the foresight of its leaders.

We Want More From Our Employers: Are You Doing Enough?

Mindset-HR's people-first approach will help bring longevity to your business

A 2019 study released by Forbes has told us the obvious: happy employees = a more productive workplace¹.

Findings included that “highly engaged teams show 21% greater profitability”, whilst “89% of workers at companies that support well-being initiatives are more likely to recommend their company as a good place to work”.

The research also highlighted that an almost unanimous “96% of employees believe showing empathy is an important way to advance employee retention”.

And, with the employment landscape a far different terrain post-pandemic (Forbes has also reported that of the top five reasons employees resigned in 2021, 24% did so because of work-life balance, and 21% due to a lack of confidence in leadership²) it is important, now more than ever, that your business implements a robust, people-centric, Human Resources Strategy.

Gemma Crane at Mindset-HR spoke with Business East Quarterly about why her mindset based and holistic approach to HR can be a game changer for businesses - even if they have an internal HR team in place.

“Whether I’m working with an SME looking to build an HR strategy from scratch or a larger corporate with some HR in place, it’s crucial to the partnership’s success that our team embed themselves into the organisation, building relationships whilst learning the business, so that we can start to understand what works need to be done,” she explained.

A qualified CIPD professional (level seven) with 24 years of experience within HR, Gemma launched Mindset-HR in 2022. “I was tired of witnessing business owners putting pennies over people,” Gemma said, “I wanted to use my skills and experience to bring a softer, human-centric approach to leadership”. Now, Gemma is working in partnership with a roster of clients, rebuilding habits for life.

Helping businesses to secure a higher level of employee retention, Mindset-HR works with organisations to develop their people, change their habits and behaviours, and create succession plans, enabling staff to grow into leadership roles suiting the organisational goals and future needs.

“We work with employees on their mindset and self-worth, because

MINDSET-HR
PROJECT DIRECTED BY: CHARLOTTE ROPE
ARTICLE WRITTEN BY: LAURA WATLING

Gemma Crane, Managing Director and lead HR Consultant at Mindset HR





limiting beliefs can stop them from being able to achieve their goals,” explained Gemma.

By helping businesses to understand their employees on a much deeper level Mindset-HR helps its client’s to retain staff as well as show employees that they are a valued team member of the business. “By doing this work we are supporting business longevity,” Gemma continued.

Mindset-HR’s holistic approach is driven by Gemma’s spiritual take on life and business, having been mentored by the Proctor Gallagher Institute, which educates and empowers individuals to expand their awareness and harmonise themselves with the “natural, immutable Laws of the Universe and how energy is everything that we do, have and create”.

Practising what she preaches, Gemma plans to support her staff in undergoing the same teachings. This includes understanding the Universal Laws and the use of higher mental faculties. Amongst its work, Mindset- HR has supported Marie Curie (funded by Suffolk County Council), working with them on their Compassionate Workplaces training programme.

“The series of training modules have been designed to help support employees who’ve been affected by terminal illness or

grief, and equip managers with the tools they need to help their staff through this difficult time” Gemma explained.

The business has also supported the Broadland Food Innovation Centre with a culture and recruitment workshop, supporting new businesses in the food and drink industry.

Mindset-HR offers a “VIP” service, whether that’s face-to-face or virtually, meaning it can reach a wide range of clients and sectors across the UK and beyond.

The HR experts are able to offer a full spectrum of services, from recruitment through to culture change, design, and strategy, as well as day-to-day HR support and training. Whatever the requirement, each comes with a bespoke package to suit the client.

A unique offering, Mindset-HR also has an online rewards and wellbeing platform and a portal for clients to share learnings and build business relationships.

“We are very proactive in our approach and are keen to find solutions before problems even occur,” said Gemma.

Passionate about people, Gemma offers her time to businesses with compassion, trust and transparency at the core.



We can provide the following people solutions

- People Strategy Days
- Training/Coaching Development Days – Performance related, sales focussed or 121 coaching
- Project Work inc. Restructuring, Engagement focus, culture design
- Weekly/Monthly HR Support – telephone support, templates, employment law support.
- HR Start Up Packages – Offer letters, contracts, handbooks.
- Recruitment Packages – Strategy, system, advertising, candidate experience.
- HR Health Check – Sense check your compliance and plan ahead.

Learn to understand how your people **'think'** and how this impacts your bottom line.

We help your people to take **'actions'** based on positive thoughts. Which therefore determines an amazing **'result'**.

Work with us to think differently about your **People Strategy** and **Culture**.

Giving has always been important to Gemma, so in May 2022 she became a trustee for Red Balloon Norwich, and from April to August she was supporting as Interim Head of Centre.

“Red Balloon is an alternative to school which enables young people to re-engage with education. It’s a truly unique, child-centred setting, which places nurture and wellbeing at the very heart of a young person’s education,” shared Gemma, highlighting how the learner centre aligns with her values.

Amongst her endeavours, Gemma was also involved in Norwich’s SUPERWOMAN Fest 2022, empowering women in business, as well as the Disrupt HR Norwich event at the Forum Norwich.

Ultimately, Gemma explained, Mindset HR is dedicated to supporting clients to drive their business forward and help them to become an employer of choice.

“Sometimes culture and wellbeing can be a buzzword, and unfortunately can fall to the bottom of the priority list in HR and business. Some business owners have not grasped the implementation of wellbeing and culture and we can help to do this with the correct strategy and buy in from all employees. Whether the client is an SME with no in-house HR, or a larger business with a busy HR team, we work on the foundations, processes and initiatives so they have the ‘right’ people and the best frameworks in place to succeed” she said, “Our aim is to go on a journey with our clients, working closely with them and supporting the growth of their business”.

Gemma and her team at Mindset-HR are here to help you empower your staff and build your business. To book a free 20 minute consultation to find out more about how they can support you, visit

www.mindset-hr.co.uk

