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الكونغرس الدولي  
السادس والعشرون للقيادات  
الملتقي الدولي للقيادات القدوة

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# Where Distinguished Global Women Role Model Leaders Meet



**Shaikha Salama Bint Hamdan, Wins Woman Personality of the Year**

Shaikha Salama Bint Hamdan Al Nahyan,  
Wife Of H.H Shaikh Mohammed Bin Zayed Al Nahyan,President of the UAE,

The Awards Received By:

H.H Shaikh Theyab Bin Mohamed Bin Zayed Al Nahyan



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**Maye Musk**  
**Winner of the Women of the Year**  
**and the Life Time Achievement Award-2023**



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# THE POWER OF AUTHENTICITY

THREE PRINCIPLES  
OF LEADERSHIP  
SUCCESS

# RAJA AL GURG

## ADVANCE INFORMATION



## THE POWER OF AUTHENTICITY

### Three Principles of Leadership Success

**RAJA AL GURG**

RANKED NO. 1 ON THE MIDDLE EAST'S POWER BUSINESSWOMAN LIST 2021, FORBES

*The Power of Authenticity: Three Principles of Leadership Success* is a fascinating and candid account of the obstacles and triumphs that Raja Al Gurg faced on her path to becoming one of the most influential businesswomen in the Arab world.

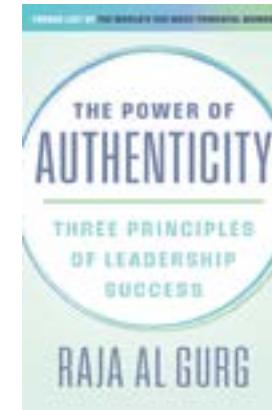
Al Gurg is the Chairperson and Managing Director at the Easa Saleh Al Gurg Group, an eminent family business in the UAE. In *The Power of Authenticity*, she gives invaluable insight into the lessons she learned first as a secondary school principal, before climbing the ladder of a diversified conglomerate that represents businesses ranging from retail to real estate.

Confident and encouraging, Al Gurg explains how a leadership style based on personal authenticity can lead to business success. Along the way, she considers: What does it take to steer a company? How can a failure be turned into an advantage? How can women business leaders break down barriers and make a difference?

## KEY SELLING POINTS

- High-profile Arab businesswoman, recently named Pro-Chancellor at Heriot-Watt University Dubai Campus
- Perfect for fans of Kashmir Maryam, Indra Nooyi and Sheryl Sandberg
- A unique contribution to business literature by an Arab female writer for aspiring leaders
- Author featured on *Forbes* World's Most Powerful Women's list, as well as #1 in *Forbes Middle East* 2021
- Author was also recognised as the 'first Emirati businesswoman to write an autobiography' in 2018, reflecting on the challenges faced as a Muslim woman in the corporate world

With four decades of experience in sectors as diverse as education and manufacturing, Raja Al Gurg has had hands-on experience with a wide variety of sectors in the corporate world. Her reputation as one of the foremost female business leaders in the Middle East is underscored by the countless board positions associations within the UAE and beyond. She is President of the Dubai Business Women Council, and regularly represents the UAE at international conferences. She is actively devoted to advocacy for women in the workplace, creating opportunities for them to thrive and develop in their careers. Her work in this area has yielded a list of impressive accolades, including being listed for multiple years among 'The World's 100 Most Powerful Women' by *Forbes*.



ISBN Paperback: 978-1-911487-75-3

ISBN eBook: 978-1-911487-76-0

Format: Paperback

Size: 216mm x 135mm (portrait)

Extent: 176pp

Price: £14.95 / \$20 / AED 110

BIC Codes (UK & ROW):

Management: leadership & motivation / Business strategy /

Management & management techniques / Biography: business and industry

Casemate Distribution Categories:

Business/Management, Business/Motivational





### Women Personality of the Year Awards

**Dr Raja Al Gurg Chairperson - Easa Saleh Al Gurg Group and Founder  
Dubai Business Women's Council**



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فعاليات الكونغرس الدولي الـ 26 للقيادات لعام 2024

2024 THEME AND ACTIVITIES

معارض وإجتماعات الطاولة المستديرة للقيادات في القطاعات التالية



► الاقتصاد وسيدات الأعمال



► ادارة الصحة



► الشرطة والقوات المسلحة



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ميلاد أولئك الذي  
يتصادف مع ٨ مارس



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**MAYE MUSK**  
Winner of the Women of the Year and  
The Life Time Achievement Award-2023

## Conference Profile and Objectives

Celebrating 26 years of successfully, organizing one of the largest global women leaders' event, Woibex conference which is held annually on International Women's Day, has become a global platform that links women from all sectors, making it a strategic achievement and an important gathering of global women leaders and entrepreneurs to highlight global women's achievements.



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## Woibex What We Do

Woibex, Provides an environment conducive to the exchange of views, discussion, and face-to-face networking amongst women leaders, and aims to elevate the status of women in society, enabling them to acquire the skills needed to succeed in the global market and provides the services and business knowledge which can support women towards the future.



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Sheikha Bodour Bint Sultan Al Qasimi, Princess Amira Al Taweel,  
and Sheikha Nouf Al Khalifa at Woibex Conference



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Shaikha Salama Bint Hamdan, Wins Woman Personality of the Year  
Shaikha Salama Bint Hamdan Al Nahyan, Wife Of H.H Shaikh Mohammed  
Bin Zayed Al Nahyan, President of the UAE, The Awards Received By  
H.H Shaikh Theyab Bin Mohamed Bin Zayed Al Nahyan



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Secretary General and member of the Board of Trustees,  
Alwaleed Philanthropies  
Dr. Anna Dolidze Parliamentary State Secretary  
Republic of Georgia



H.E Dr. Raja Easa Al Gurg  
Vice Chairperson & Managing Director of the Easa Saleh  
Al Gurg Group



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أبو ظبي ملتقى المعايير الجلديين  
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للشخصيات القيادية  
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A Page from the VIP Guests  
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A Page from the Smiling Faces  
of Woibex Past Events



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Hon. Mary Robinson  
Former President, Republic of Ireland

Princess Amira Al Taweel  
Saudi Arabia

Dr. Raja Easa Al Gurg  
Chairperson - Easa Saleh Al Gurg Group and  
Founder - Dubai Business Women's Council



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**HRH Princess Lamia  
Bint Majed Alsaud**

Secretary General and member of the  
Board of Trustees, Alwaleed Philanthropies



**Mrs Tipper Gore**  
Wife of Former US Vice President



**Maye Musk**



**H.E. Dr. Dena Assaf**  
United Nations Resident Coordinator



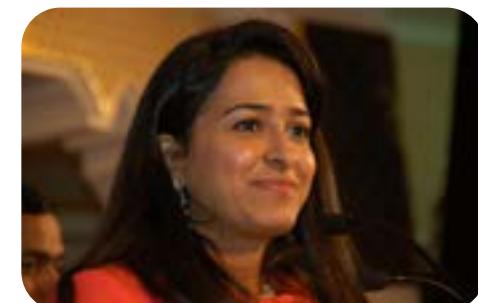
**Phan Thi Kim Phuc**  
Known for Being “The Girl in the Picture”  
(Vietnam War)



**Dr. Anna Dolidze**  
Parliamentary State Secretary  
Republic of Georgia



**Sheikha Nouf Al Khalifa**  
Director of the London Business School  
Dubai Center - Kingdom of Bahrain



**Sheikha Hessa Al Khalifa**



**Dr. Ahmad Tahlak**  
Chairman, LEVENBERT



**H.E Fouzia Hassan Gharib**  
Ministry's assistant undersecretary  
UAE Ministry of Education said yesterday



**H.E Elif Çomoğlu Ülgen**  
Ambassador of the Republic Of Turkey  
in South Africa, Pretoria



**Cordelia Henry**  
Founder - Pearlescence



**Dr. Akima Umezawa**  
Japanese Consul-General in Dubai



**Sheikha Dr. Alia  
Humaid Al Qassimi**  
Social Development Expert



**Dr. Ibtesaam Al Bastaki**  
Director of investment and private partnership  
Dubai Health Authority (DHA)



**H.E Paolo Lembo**  
United Nations Resident Coordinator  
in UAE, Qatar



**Hanane Benkhallouk**  
Co-founder & Executive Director,  
Sustain Leadership consultancy



**H.E Elballa Hagona**  
UNDP – United Nations  
Development Program



**Prof. Abhilasha Singh**  
Provost/Vice President For  
Academic Affairs



**H.E Mr Hisashi Michigami**  
Former Consul General of the Consulate  
General of Japan in Dubai, UAE



**H.E Dr. Amani Khalid  
Bouresli**  
Former Minister of Commerce  
and Industry of Kuwait



**Khuloud Al Nuwais**  
Chief Sustainability Officer, Speaker,  
Top 20 Influential UAE Woman,  
Gender Balanced Boards,  
Strategist, Emiratisation



**Raya Rammal**  
Journalist, Senior News Anchor  
DubaiTV – Dubai, United Arab Emirates



**H.E Jenan Boushehri**  
Former Minister of Public Works and  
State Minister for Housing, Kuwait



**Dr. Hajia Salamatu Garba**  
Executive Director and Founder Women  
Farmers Network - WOFAN



**Mohamed Abdulrahman**  
NBC ARABIA



**Dr. Toyin Sarak**  
Founder of @wellbeingafrica and Global  
Goodwill Ambassador for @world\_midwives,  
#UHC, Advocate for Maternal Newborn & Child  
Health, Rights, Equity & Empowerment



**Sherifa Hady**  
Consumer Business Manager, Imaging and  
Printing Group, HP, Middle East



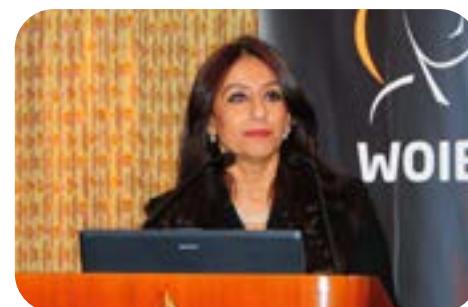
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يكرم المعهد المؤسسات والقادة أصحاب الانجازات القيادية، الاجتماعية، الاقتصادي  
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## Women Personality of the Year Awards

H.H Sheikha Fatima Bint Zayed Bin Saqer Al Nuhyan  
President of the Umm Al Moumineen Women Association, Ajman-UAE

Received by: Sheikha Abdulaziz Bin Humaid Al Nuaimi,  
Chairman of Dept. of Culture and Information

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## Women Personality of the Year Awards

Princess Ameerah Al Taweel

The Award is Presented by

H.E. Reem Al Hashimy, U.A.E. Minister of State

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## Women Personality of the Year Awards

H.H Sheikha Amina Bint Humaid Al Tayer

Chairwoman of Dubai Women's Association Middle East

Women Personality of the Year 2007 Received by: Ms. Amal Al Dabos

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## Women Personality of the Year Awards

Shaikha Salama Bint Hamdan, Wins Woman Personality of the Year Shaikha Salama Bint Hamdan Al Nahyan, Wife Of H.H Shaikh Mohammed Bin Zayed Al Nahyan, President of the UAE, The Awards Received By H.H Shaikh Theyab Bin Mohamed Bin Zayed Al Nahyan

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## Women Personality of the Year Awards

Dr Raja Al Gurg

Chairperson - Easa Saleh Al Gurg Group and Founder  
Dubai Business Womens Council

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## Women Personality of the Year Awards

Phan Thi Kim Phuc

Known for Being “The Girl in the Picture”  
(Vietnam War)

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