**Everest School of Business and Economics (ESBE)**  
**Company Profile**  
*“Empowering MENA Leaders to Engineer Sustainable Economic Growth in an Era of Uncertainty”*

**1. Brand Identity**

**Name:** *Everest School of Business and Economics (ESBE)*  
**Slogan:** “UK Accredited, regionally tailored, Impact-Driven.”

**Brand Promise**

**ESBE is your gateway to mastering leadership with impact.**

“At ESBE, we equip MENA’s decision-makers with the strategic foresight, technical expertise, and adaptive leadership skills to transform sustainability challenges into economic opportunities. Through our UK Executive Education Programmes, UK micro-credentials, and tailored corporate solutions, we empower leaders in finance, healthcare, and energy to future-proof their organisations and drive systemic change across the region.”

**Where Ambition Meets Transformation**

**Lead change, shape economies, and leave a lasting legacy**.

**2. A Message from CEO**

The World is Looking to MENA. Are We Future-Ready?

Our region stands at a transformative crossroads, where sustainability, innovation, and economic resilience meet. The urgency is clear: the World Economic Forum highlights that nearly half of current skills in the Arab world may be obsolete by 2030 due to rapid technological change, demanding immediate upskilling.

Yet, with opportunity comes urgency: How do we future-proof industries while accelerating inclusive growth? How do we navigate digital disruption without sacrificing ethical governance? How do we turn ESG compliance into a catalyst for lasting legacy?

At ESBE, we don’t just ask these questions—we equip you to answer them.  
Every programme we deliver is forged through collaboration with policymakers, healthcare innovators, financial pioneers, and cross-sector leaders shaping the region’s sustainable agenda. We provide the **UK-validated frameworks** and **regionally tailored insights**.

We know the stakes.  
That’s why we’re relentless about one thing: **Your Impact.**  
Let ESBE be your partner in shaping a sustainable, inclusive, and resilient future for your organisation, your region, and the world.”

Dr. Nada Elshazly

**3. The MENA Challenge**

**Key Challenges Facing the Region:**

* 🌱 **Sustainability Pressures**: Transitioning to circular economies while meeting net-zero targets.
* 🔐 **Governance Complexities**: Aligning with evolving ESG regulations and anti-corruption frameworks.
* ⚙️ **Digital Disruption**: Leveraging AI, blockchain, and fintech while mitigating cybersecurity risks.
* 💧 **Resource Scarcity**: Balancing growth with water, energy, and waste management challenges.

Fundamental to solving this challenge is developing Knowledge-Driven Leaders for MENA’s Future. Such leadership *transform human capital in their organisations into the region’s most sustainable competitive advantage.*

**Our Response:**

The future belongs to those who can solve complexity with clarity and lead change with courage.

We don’t just teach theory—we arm you with actionable tools to lead with confidence. Our UK-certified programmes are designed by MENA experts, for MENA challenges.

**4. What We Offer**

**Three Learning Pathways. One Shared Mission.**

Programmes Designed for MENA's Sustainable Edge.

At ESBE, we are dedicated to advancing sustainable transformation across the MENA region through **three distinct yet** transformative **programme tracks**, designed to meet learners where they are—and take them where they need to go for enduring impact.

* **UK Senior Executive Education Programmes**
* **UK Micro-Credentials**
* **Corporate Development Programmes**

Our programmes are structured across key pillars, combining academic rigour with practical application rooted in regional realities.

1. **UK Senior Executive Education Programmes**

In today’s volatile world, strategy alone isn’t enough. Organisations need visionary leaders who can navigate disruption, drive ESG compliance, and unlock sustainable growth.

Elevating leadership excellence for MENA’s sustainable transformation.

* **Tagline:** *“Lead Transformation at Scale.”*
* **For:** C-suite executives, decision maker, policymakers, and board members.
* **Focus:** Strategic sustainability leadership, ESG governance, Risk Management and crisis resilience, engineering economic transition.
* **Lines:** Transformation Leadership, Sustainability Transition, Healthcare & Medical Excellence, and Financial Risk Management.

1. **Transformation Leadership line:**

Forge resilient leaders who redefine MENA’s economic future with the strategic capabilities needed to navigate complexity and drive transformative change.

* **Tagline:** *“Empowering Visionaries, Delivering Impact.”*
* **For:** Senior executives, public sector leaders, and organisational change-makers.
* **Focus:** “Strategic leadership for navigating digital disruption, diversifying reward, empowering human capital, and inclusive growth.”

**Programmes:**

1. **Certified Digital Transformation Strategist (CDTS)**
2. **Certified Financial Fluency Officer (CFFO)**
3. Certified Fintech Mastery for Inclusion **Professional (CFIP)**
4. **Certified Investment Engineering Officer (CIEO)**
5. Certified Leadership Resilience and Sustainability Executive (CLRSE)
6. Certified Organisational Psychology Professional (COPP)
7. Certified Learning & Development Manager (CLDM)
8. **Sustainability Transition Line:**

👉 Join the Leaders Driving MENA’s Net-Zero Transformation

Organisations across vital economic sectors face rising pressure to navigate ESG complexities—while embedding sustainable practices and driving measurable impact. The Sustainability Line empowers leaders with UK Executive Education, delivering deep insights into ESG frameworks and sustainability reporting, and equipping them to lead ESG excellence confidently across their organisations.

* **Tagline:** “Where Leaders Master Sustainable Futures.”
* **For:** Sustainability officers, policymakers, and ESG-driven professionals.
* **Focus:** “Sustainable development, circular economy innovation, and SDGs-aligned governance.”

**Programmes:**

1. **Certified Sustainable Development Specialist (CSDS)**
2. **Certified SDGs Leadership Strategist (CSLS)**
3. Certified Behavioural & Macroeconomic for Sustainability Strategist (CBMSS)
4. **ESG Sustainable Banking (ESB):**
   * **Certified ESG Sustainable Banking Specialist (CSBS)**
   * **Certified ESG Sustainable Banking Professional (CSBP) (Operational Focus)**
   * **Certified ESG Sustainable Banking Professional (CSBP) (SMEs focus)**
   * **Certified ESG Sustainable Banking Professional (CSBP) (ESGs Risk focus)**
   * **Certified ESG Sustainable Banking Officer (CSBO)**
5. Certified Healthcare Sustainability Expert (CHSE)
6. Certified Sustainable Energy Manager (CSEM)
7. Certified Sustainable Construction & Real Estate Professional (CSCRP)
8. **Certified COSO ESG Compliance Officer (CCECO)**
9. Certified Islamic Finance for Sustainability Strategist (CIFSS)
10. Certified Chief Sustainability Strategy Officer in the Energy & Mining sector (CCSOEM)
11. Certified Chief Sustainability Strategy Officer in the Financial sector (CCSOF)
12. Certified Chief Sustainability Strategy Officer in the Healthcare & Medical sector (CCSOHM)
13. Certified Sustainable Growth Tech Analyst (CSGTA)
14. Certified Green Investment Strategist (CGIS)
15. Certified Transformation in Education for Sustainability Expert (CTESE)
16. **Healthcare & Medical Excellence Line:**

**👉 Empower Health & Medical Systems. Lead with Resilience.**

Healthcare systems across MENA face growing pressure to achieve more with less—while delivering better outcomes and equitable care. The Health Care Management Line empowers healthcare leaders to expertly balance innovation, sustainability, and crisis preparedness, equipping them to confidently shape the future of healthcare.

* **Tagline:** *“Pioneering Resilient Health & Medical Ecosystems.”*
* **For:** Hospital administrators, public health leaders, and healthcare physician managers, medical & pharmaceutical decision makers.
* **Focus:** “Healthcare leadership, disaster preparedness, and sustainable service delivery.”

**Programmes:**

1. **Certified Digital Transformation Strategist in Healthcare (CDTSH)**
2. **Certified Healthcare Excellence Expert (CHEE)**
3. **Certified Disaster & Emergency Management Professional (CEMP)**
4. **Certified Integrative Nursing Professional (CINP)**
5. **Certified Pharmacy Management Executive (CPME)**
6. **Certified Healthcare Sustainability Expert (CHSE)**
7. **Certified Sustainable Public Health Expert (CSPHE)**
8. **Certified Healthcare Risk Management Professional (CHRMP)**
9. **Certified Financial Officer in Healthcare (CFOH)**
10. **Certified Nursing Care Plan Specialist (CNCPS)**
11. **Financial Risk Management Line**:

👉 Turn Risk into Strategic Advantage.

Amid volatile markets and regulatory shifts, risk is inherent for financial institutions—yet with precise strategy, it transforms into a catalyst for strategic growth and capital preservation. The Risk Management Line equips financial leaders and institutional decision-makers to navigate complexities like market volatility, asset portfolio resilience, and regulatory compliance, turning uncertainty into a driver of sector-specific advantage through actionable frameworks and strategic foresight.

* **Tagline:** *“Confidence in Complexity: Mastering Risk, Delivering Growth.”*
* **For:** Financial analysts, banking leaders, and fintech professionals
* **Focus:** “Strategic Risk Management for financial sector, Strategic risk governance, fintech resilience, and Islamic finance compliance.”

**Programmes:**

1. **Certified Risk Management in Financial Markets Professional (CRMFP)**
2. **Certified Banking Risk Management Professional (CBRMP)**
3. **Certified Fintech Risk Management Professional (CFRMP)**
4. **Certified Credit Risk Management Officer (CCRMO)**
5. **Certified Investment Risk Management Officer (CIRMO)**
6. **Certified Islamic Finance Risk Management Professional (CIFRMP)**
7. **Certified Insurance Risk Manager (CIRM)**

**2. UK Micro-Credentials**

👉 Accelerate Your Learning. Expand Your Horizons.

In an era demanding lifelong continuous learning isn’t optional—it’s your career’s lifeline. UK Micro-Credentials deliver future-proof, adaptive learning designed for MENA’s evolving sectors. These agile, bite-sized credentials blend academic excellence with actionable skills, empowering you to pivot swiftly, master emerging challenges, and sustain relevance in fast-moving industries.

🎓 Each course fuels your career growth with:

\* Agile timelines (weeks, not years)

\* Adaptive formats (online/remote/live—learn your way)

\* MENA-focused agility (real-world case studies for regional impact)

* **Tagline:** *“Skill Up, Stand Out.”*
* **For:** Early-career and Mid-career professionals seeking rapid upskilling.
* **Focus:** AI in healthcare, green finance, circular supply chains.

**Programmes:**

A. Financial Sector Programmes

**1. AI for ESG Due Diligence (8 weeks)**

o Rationale: AI-driven ESG analysis is critical for investment decisions.

**2. ESG & Green Sukuk Structuring (6 weeks)**

o Rationale: Sukuk (Islamic bonds) are growing in sustainable finance.

**3. ESG & Sustainability Reporting Systems (GRI, CSRD, ISSB) (6 weeks)**

o Rationale: Compliance with global reporting frameworks is essential.

**4. Fintech for Sustainable and Green Investment (6 weeks)**

o Rationale: Fintech solutions are key for scaling sustainable investment.

**5. TCFD-Aligned Portfolio Decarbonisation (6 weeks)**

o Rationale: Aligns with global climate disclosure standards.

B. Healthcare Sector Programmes

**1. Blockchain for Pharmaceutical Supply Chains (6 weeks)**

o Rationale: Ensures transparency in drug logistics.

**2. Medical Waste-to-Value Innovation Professional (5 weeks)**

o Rationale: Circular economy applications in healthcare waste.

**3. Smart Hospital Energy Management Professional (5 weeks)**

o Rationale: Energy efficiency reduces operational costs.

**4. WHO-Compliant Pandemic Preparedness Strategist (5 weeks)**

o Rationale: Post-COVID, pandemic resilience is crucial.

**5. Renewable Energy Solutions for Hospitals (6 weeks)**

o Rationale: Healthcare facilities transitioning to clean energy.

C. Energy Sector Programmes

**1. Green Hydrogen Energy Systems Professional (6 weeks)**

o Rationale: Crucial for decarbonising heavy industry and transport; vital for net-zero goals.

**2. Grid Modernisation and Smart Energy Systems (6 weeks)**

o Rationale: Essential for integrating renewables and managing distributed energy.

**3. Green Supply Chains and Procurement Standards (8 weeks)**

o Rationale: Energy firms need sustainable procurement skills.

**4. Circular Economy Strategy and Sector Design (8 weeks)**

o Rationale: Critical for sustainable energy transitions.

**5. Climate Risk and Adaptation in National Development (6 weeks)**

o Rationale: Energy policy must align with climate resilience.

**3. Corporate Development Programmes**

**Build Your Edge.**

Generic training won’t drive real change. ESBE’s Corporate Development Programmes are precision-crafted for transformation—tailored specifically to your organisation’s vision, industry, and national priorities. We partner with leading institutions across MENA to create impactful transformation learning journeys that deliver measurable results, enhance performance, and foster innovation at scale.

* **Tagline:** *“Invest in Your People, Secure Your Business.”*
* **For:** Organisations aligned with national goals.
* **Focus:** Customised training on sustainability, digital transformation, risk governance, and strategic management.

We partner with you to design programmes that hit the mark**:**

* **Strategic Needs Assessment**

Consultation with your leadership to identify challenges and performance goals.

* **Custom Curriculum Creation**

Design specifically tailored learning content with industry-specific case studies.

* **Expert Delivery**

Faculty combines global academic credentials with practical MENA experience.

* **Impact Measurement**

Assess the impact through defined KPIs, learner feedback, and real application.

* **Ongoing Partnership**

Follow-up workshops, cascading modules, and executive mentorship for long-term capability building.

**🎯 Results That Matter:**

* + Resilient, Future-Ready Talent
  + Stronger Alignment with National Visions
  + Accelerated Innovation & Sustainability Compliance
  + Measurable Organisational Impact

Ready to empower your team with precision-engineered expertise?

👉 Let’s Co-Create Your Programme.

**6. Curriculum Design Philosophy**

**Designed for Impact. Engineered for the Region. Complied by UK Accreditations**

At ESBE, curriculum isn’t just content—it’s a vehicle for **regional transformation**.

We don’t recycle global templates. Instead, we **co-create learning experiences** tailored to MENA’s evolving priorities and grounded in the challenges that matter most.

* **Co-Creation with Stakeholders**  
  Collaborate with regional governments, corporations, and NGOs to align learning with real economic and social needs.
* **Evidence-Based Programme Development**  
  Combines cutting-edge economic research with MENA-specific market insights to deliver actionable learning.
* **Agile Instructional Design (SAM Model)**  
  Use the Successive Approximation Model to create dynamic, adaptive content that keeps learners engaged and skills transferable.
* **Built-in Relevance**  
  Every module includes real-world case studies, policy applications, and sector-specific insights
* **Guidance-Driven Assessments**

The assessment approach prioritises insightful feedback and clear pathways for improvement over mere grading.

* **📚 Core Curriculum Themes:**
  + *Sustainability:* Circular economy ESG frameworks, SDGs-aligned policymaking.
  + *Governance:* ESG compliance, anti-corruption strategies, and social inclusive.
  + *Digital Transformation: Driving digital transformation with strategies that deliver real impact.*
  + *Leadership management*: the resilience needed to lead the economic uncertainty.

🎓 **Every programme at ESBE is built to spark measurable change—inside organisations and across the region.**

👉 **Learn with Purpose. Lead with Confidence.**

**7. Quality Assurance**

**Trusted, Verified, Globally Respected**

Academic integrity, credibility, and impact define the ESBE standard.  
ESBE is subjected to **rigorous quality assurance**, built on internationally recognised frameworks—and backed by deep relevant to the MENA context.

* **Quarterly Internal Audits:** Quarterly reviews, applying QAA standards by regional advisory boards.
* **Third-Party Validation:** Accredited by global bodies (UK CPD (Continuing Professional Development), UKRLP (United Kingdom Register of Learning Providers), AACSB (Association to Advance Collegiate Schools of Business), ACTD (American Council of Training and Development)) and aligned with MENA accreditation standards. (BAC (The British Accreditation Council) in processing)

*We don’t just design curricula—* *we engineer systemic change with global credibility and regional trust.*

👉 **Choose an entity with International Standards and Local Vision.**

**8. Alignment with Global Goals**

**Sustainability in Action. Impact with Intention.**

Just as the United Nations champions a future where development doesn't burden generations to come, ESBE believes in empowering today's leaders to be the driving force behind protecting the economics of the region.

At ESBE, impact isn’t an afterthought—it’s our mission.  
Our programmes are directly aligned with the **United Nations Sustainable Development Goals (SDGs)** and are designed to fuel inclusive, sustainable growth across the region.

**SDGs in Action:**

* **SDG 3 – (Good Health and Well-Being):** Programmes supporting resilient, equitable healthcare delivery.
* **SDG 4 (Quality Education):** *Democratising access to micro-credentials for SMEs.*
* **SDG 5 – (Gender Equality):** Empowering women through inclusion-driven leadershipand ESG-focused training opportunities.
* **SDG 7 (Affordable and Clean Energy):** *Training leaders in renewable energy transitions.*
* **SDG 8 – (Decent Work and Economic Growth****):** Leadership, and sector-specific programmes to fuel inclusive growth.
* **SDG 9 – (Industry, Innovation and Infrastructure):** Focus on green innovation and smart digital infrastructure.
* **SDG 10 – (Reduced Inequalities):** Outreach initiatives and inclusive education pathways.
* **SDG 12 – (Responsible Consumption and Production):** Circular economy and sustainable supply chain programmes.
* **SDG 13** **(Climate Action):** *Corporate programmes for carbon neutrality.*
* **SDG 16 – (Peace, Justice and Strong Institutions):** Governance, anti-corruption, and ESG compliance frameworks.
* **SDG 17 – (Partnerships for the Goals):** Global and regional collaborations for scalable, cross-sectoral impact.

**Social Responsibility Commitments (SCR):**

* Regional partnerships to enhance the sustainability awareness
* Free ESG awareness webinars for startups and underserved communities.
* Strategic initiatives for green development capacity building.

“We measure success not just in certificates—but in carbon savings, career elevation, policy shifts, and corporate reinvention.”

👉 **Join the Movement. Make Your Impact with ESBE.**

**9. Our faculty:**

*“Where Global Expertise Meets MENA Mastery.”*

At ESBE, our faculty are the architects of transformation. Comprising MENA-based practitioners, they bring decades of *lived regional experience* to the classroom. Paired with academic leaders, they blend cutting-edge theory with actionable insights.

🎓 **With ESBE, you learn from leaders who’ve done it—so you can do it too.**

**10. Our Story**

**Born from Consulting. Built for Change.**

**Everest School of Business and Economics (ESBE)** was born from a powerful question:

*What if we could take the impact of 10+ years of strategic consulting with governments, global corporations, and NGOs—and turn it into a full-fledged educational institution for MENA's future leaders?*

**This Is Why We Exist. This Is Who We Serve.**

**Vision:**

“To be MENA’s catalyst for sustainable economic transformation, where every leader drives progress aligned with people, planet, and prosperity.”

**Mission:**  
*“Equip leaders* across MENA with cutting-edge knowledge *the tools to master ESG compliance, digital transformation, and ethical governance—ensuring resilient, inclusive economies for future generations.”*

**Corporate Philosophy**

*“Education is the cornerstone of sustainable development. We merge academic rigor with Everest Consulting’s real-world insights to deliver programmes that don’t just teach—they transform.”*

* **Focus Areas:** ESG integration, AI-driven governance, circular economy models, and SDGs-aligned growth.
* **Ethical Promise:** *“We measure success by societal impact, not just profit.”*

**Our DNA:**

* Born from Everest Consulting’s 10+ years of advising governments and Fortune 50 firms across MENA.
* Rooted in regional realities, from addressing resource scarcity to enabling green energy transitions.

We don’t believe in education for education’s sake. We believe in **education as economic transformation**.

* 👉 **Be Part of the Story.**

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**11. Values & Culture**

How we educate, how we collaborate, and how we lead.

**Core Values:**

* **Sustainability First:** *Growth must uplift communities and ecosystems.*
* **Integrity:** *Ethical leadership is non-negotiable.*
* **Collaboration:** *Stronger together—bridging sectors and borders.*
* **Innovation:** Pioneering solutions for tomorrow’s economy.
* **Relevance:** Every lesson is tied to MENA’s economic vision.
* **Excellence:** Quality is our norm.
* **People:** *Human capital is the greatest catalyst for transformation.*

**Culture:**

* *“Think like a futurist, act like a pragmatist.”*
* A collaborative ecosystem where healthcare innovators, energy pioneers, and fintech disruptors co-create solutions.
* Access and opportunity must be built.
* Learning is lifelong, cross-sectoral, and impact-driven

👉 **Join a Community Built on Purpose and Progress**

**12. Unique Value Propositions**

You’re not looking for generic training. You’re looking for transformation.  
Here’s why regional leaders choose ESBE:

1. **MENA-Centric Expertise:**  
   *Programmes built on real-world projects across the region, from decarbonisation initiatives to fintech adoption.*
2. **Global Standards, Regional Relevance:**  
   *UK Executive education approach with UKRLP recognition and CPD/AACSB/ ACTD-accredited programmes tailored to MENA’s industries and regulatory landscapes.*
3. **Agile Learning Pathways:**  
   *UK Micro-credentials for rapid upskilling in high-demand areas like ESG reporting and AI ethics.*

👉 **Choose the Business School That Delivers Real Results. Join ESBE.**

**13. Call to Action**

**It’s Time to Lead. It’s Time to Elevate.**

Join a community of leaders shaping MENA’s sustainable future. *“Whether you’re a healthcare innovator, energy pioneer, or fintech disruptor—ESBE equips you to lead MENA’s sustainable revolution.*

*Enrol now and transform challenges into legacy.*

Contacts 🌐 📧

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