

 **IQ** Dubai Diaries

MEDIA KIT **2024**



EDITOR'S NOTE

Dubai Diaries delivers the best of business news from across the UAE and the region. Bringing you news that is current and progressive, Dubai Dairies steers toward giving readers access to quality content from global leaders and the best in the business across sectors.

With a wide audience profile consisting of business leaders and regional and global trendsetters, Dubai Diaries taps into a variety of areas such as automotive, technology, lifestyle and wellness while at the same time digging deep in each area for business insights.

We deliver engaging content in the form of op-eds, thought leadership articles, exclusive interviews and hard-hitting features and in addition to fresh news, everyday.

We are committed to maintaining a sustainable brand, which is why we deliver news and visibility campaigns through dedicated online channels including our online portal, a quarterly digital magazine, our dedicated YouTube channel, a weekly newsletter and 'The Business Beat' podcast.

Yes, we have been part of many business stories – listened to the struggles, applauded the successes and shared the passion. We look forward to listening to, sharing and being a part of your story too!

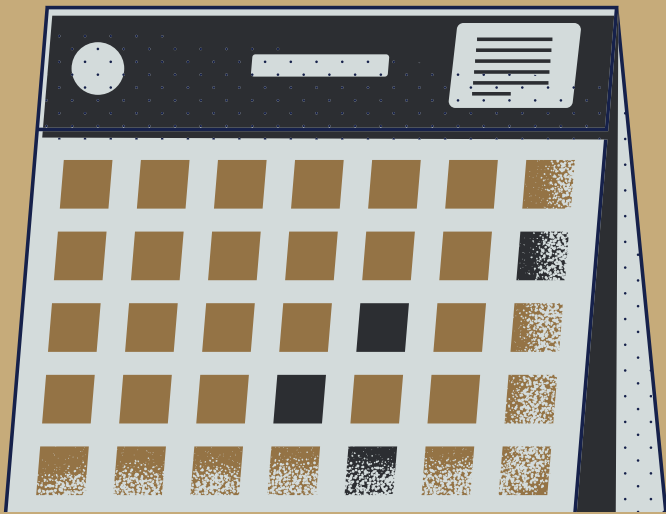
Komal Zehra Jafri

Editor, Dubai Diaries



EDITORIAL CALENDAR

2024

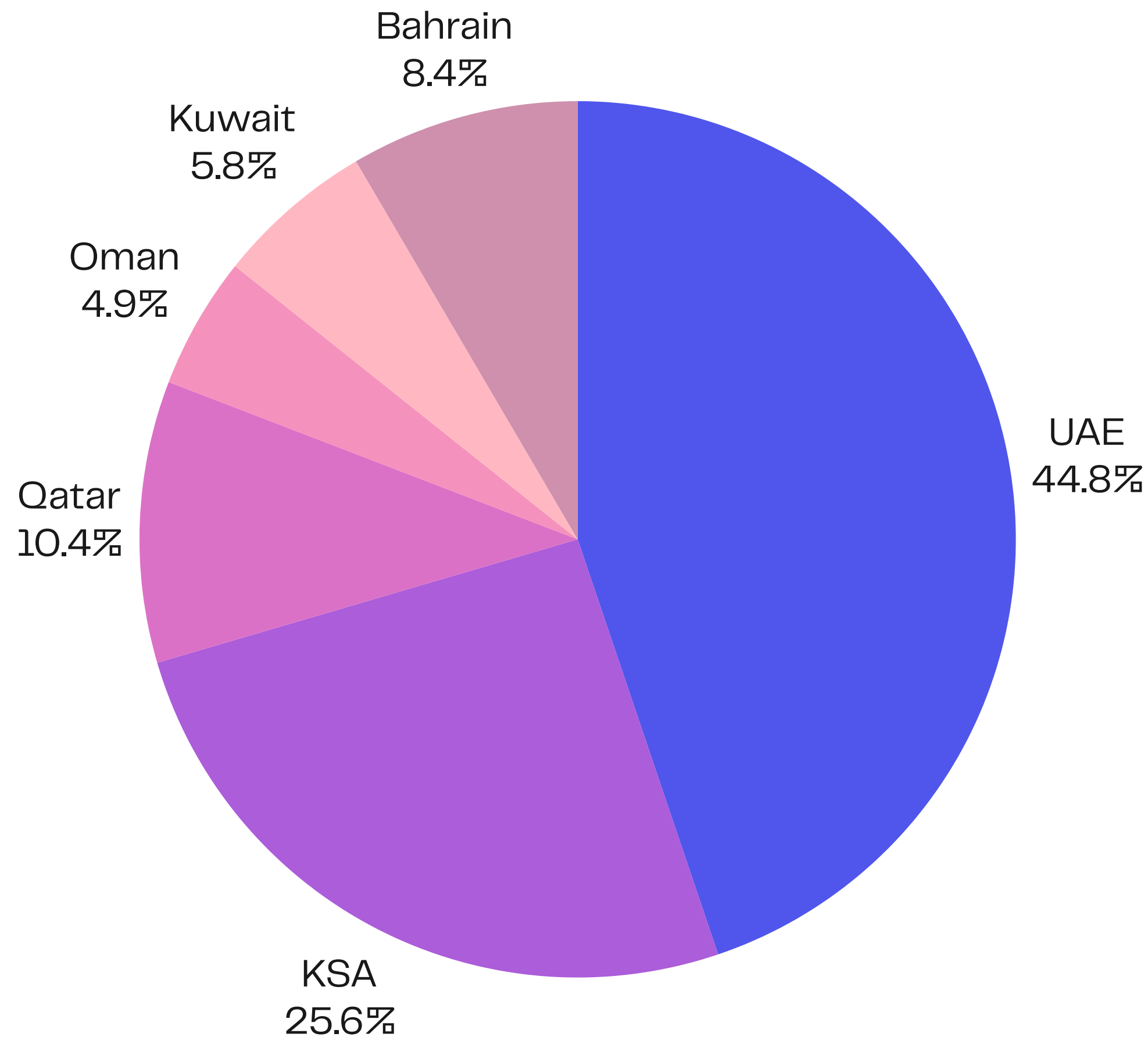


	January	February	March	April	May	June
Focus	Trends and Predictions for the Business Landscape in 2024	Spotlight on Emerging Technologies Impacting Businesses	Gen. AI	GISEC	Healthcare & ATM	KSA Market Trends
Feature	New Year, New Strategies	Technology and Innovation	Women in Business	Pre GISEC & Technology in Farming	Mental Health & Wellbeing	Travel and Leisure
	July	August	September	October	November	December
Focus	Business Strategies for H2	Education: Back to School	Fintech	GITEX	Dubai Airshow & Big 5	Outlook 2025
Feature	Middle East Market Update	Sustainability	Financial Planning Management & Pre GITEX	GITEX, Technology & Healthcare	Real Estate in KSA & UAE	Top 10 Personalities in 2024

OUR REACH IN GCC

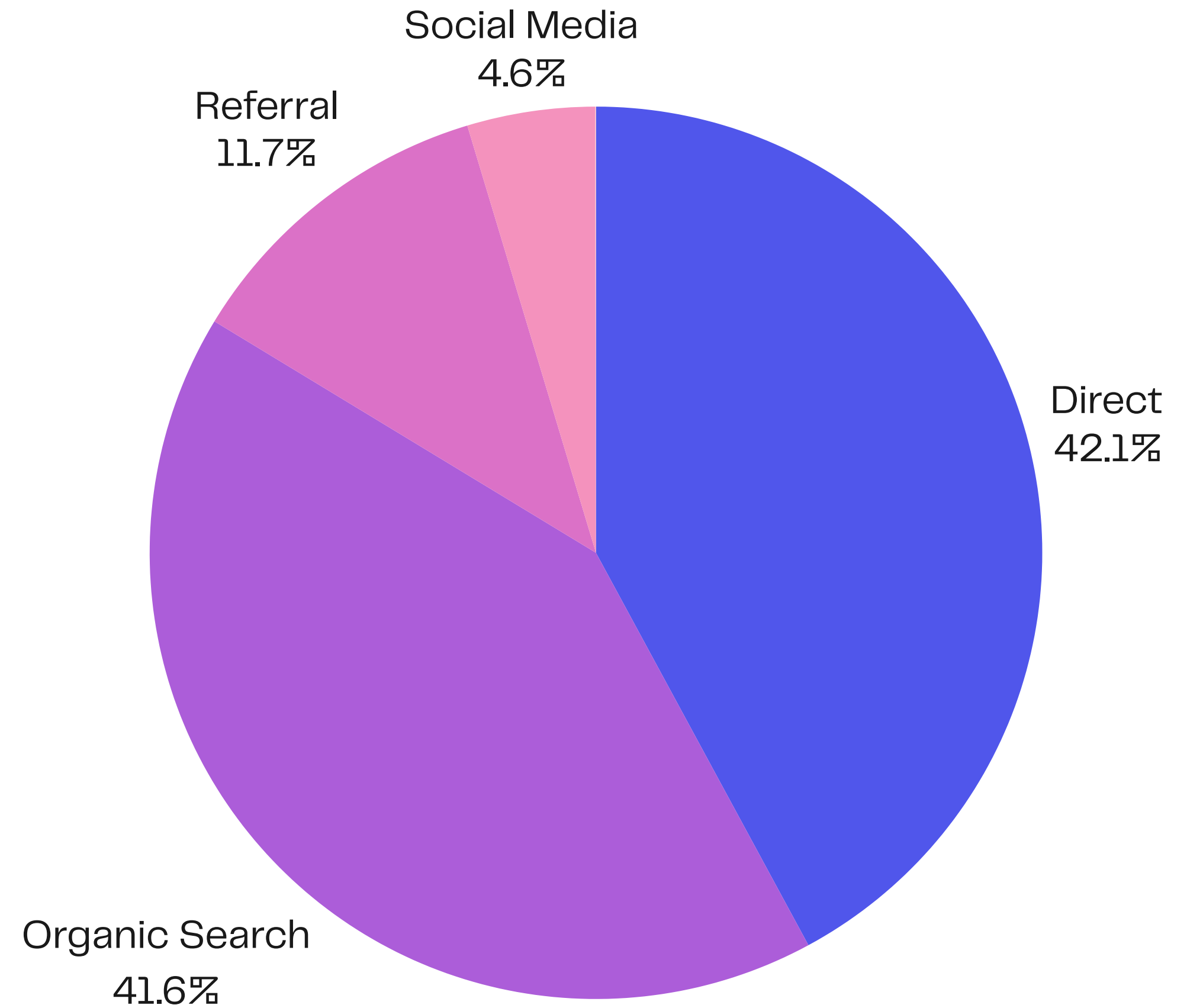


AUDIENCE BY GEOGRAPHY

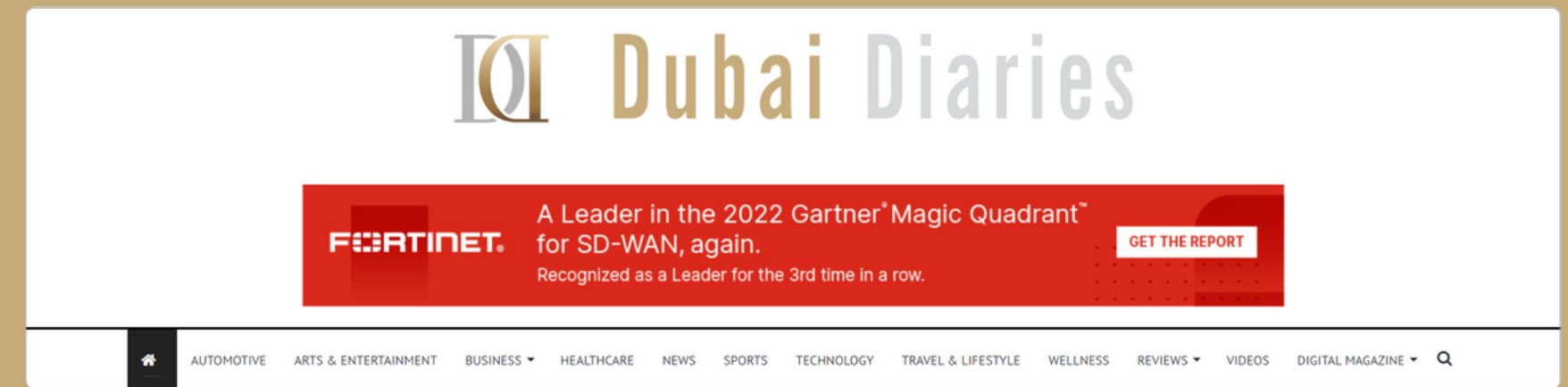


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DIGITAL MAGAZINE

Dubai Diaries

Dubai Diaries

Issue 1 - 2024

THE EMIRATI BUSINESS WORLD IN 2024!

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BUSINESS

EXECUTIVE PROFILE

REVOLUTIONIZING TRADE FINANCE A VISIONARY DIVE INTO THE FINTECH LANDSCAPE

Srinivas Koneru, Chairman & Chief Executive Officer of Triterras, shares his transformative vision in an exclusive conversation with Dubai Diaries. Delving into the realm of fintech, he discusses how the industry is poised to revolutionize small and medium supply chain financing, offering insights into Triterras' pivotal role in this financial evolution.

What motivated the founding of Triterras, and how has it evolved over time?
Triterras was founded with a clear vision – to revolutionize the trade and trade finance sector by addressing its inherent challenges. Drawing from my extensive experience, particularly in successfully steering a significant commodity trading venture in Singapore, I recognized the critical need for improved efficiency, transparency, and risk management in the industry. Motivated by this realization, I assembled a dedicated team of experts to create a solution.

The result was the launch of KRATOS in June 2019, which swiftly became one of the world's largest commodity trading and trade finance platforms. Facilitating over \$20 billion in transaction volume, KRATOS seamlessly connects commodity traders, enabling them to conduct trades and secure capital directly from lenders through online channels.

Additionally, Triterras has extended its reach into providing essential working capital to Micro, Small, and Medium Enterprises (MSMEs). This strategic move aligns with our commitment to bridge the substantial \$25+ trillion global trade finance gap and showcase Triterras' evolution into a comprehensive solution provider for the industry.



Srinivas Koneru,
Chairman & Chief Executive Officer, Triterras

What sets Triterras players in the Fintech landscape apart?
Triterras stands out in the competitive landscape of trade finance platforms, offering a unique set of qualities that set it apart from its peers. Our team's extensive experience, totalling over 20 years in the industry, has positioned Triterras as a leader across the entire supply chain lifecycle.

From meticulous KYC/AML checks to efficient disbursement management, and seamless integration with global banks, we excel in delivering a comprehensive solution that navigates the complexities of trade finance seamlessly.

Dubai Diaries

BUSINESS

COVER STORY

THE EMIRATI BUSINESS WORLD IN 2024

Unlocking another year, full of plans, resolutions and things to look forward to, it is evident that 2024 will shape up to be a fascinating year for businesses all across the globe. The previous year was a breakthrough time for the world of AI and, without a doubt, this year, we'll be hearing a lot more about these two alphabets joined together!

The business world is an extremely fast-paced portal of constant advancements. United Arab Emirates, has emerged as a hyper-connected hub for international businesses, so we can easily say that the business scene in 2024, in the UAE, is like a pot of simmering stew, brimming with exciting trends and bubbling with change.

The region's economic vibrancy and strategic location have transformed it into a global business oasis. In the vast landscape of global business, one city stands out as a beacon for entrepreneurs and investors seeking prosperity. Dubai, The United Arab Emirates (UAE), with Dubai as its crown jewel, has secured its position as a magnet for foreign direct investment (FDI). According to the World Investment Report 2022 by the United Nations Conference on Trade and Development (UNCTAD), the UAE clinched the top spot in the Arab world and ranked an impressive 19th globally for its progress in attracting FDI.

Dubai, the UAE's second-largest city, has

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Technology: CISC

Gulf Information Security Expo and Conference (GISEC) 2022 became the platform that provided opportunities for the tech world to showcase, launch, spread awareness and business across GCC. ManageEngine, the enterprise IT management division of Zoho Corporation, showcased its full range of IT security solutions, including the recently launched cloud access security broker (CASB) component of its ZEM solution, LogiSec, and discussed how the rapid growth of cloud infrastructure services is driving increased interest in securing data, applications and workloads in cloud computing environments.

Sajay Banerjee conveys the company's message at GISEC 2022. "GISEC gives us an opportunity to promote our best-in-class IT security product portfolio. It is also the perfect platform to engage with key decision makers, understand their challenges, educate them on latest technologies to mitigate risks as effectively as possible."

Dubai Diaries: Where do UAE's tech consumers stand when it comes to cloud and security?

Sajay Banerjee: For more than a year now, the region has seen several developments in the area of cloud computing, data privacy, and cybersecurity, and this is expected to continue. Organizations across all verticals are on a digital transformation journey, and cloud-based infrastructure is a key pillar to this ecosystem, leading to several new technology suppliers entering the market to fulfil the growing demand. For example, leading regional banks are moving their critical services and sensitive data to the cloud.

Rapid digitalisation has led to cybersecurity and data privacy becoming the top priorities for organizations. For instance, the Telecommunications and Digital Government Regulatory Authority developed the UAE Information Assurance Regulation to provide the required management and security controls for organizations to raise the minimum level of protection of information.



Sajay Banerjee, Associate Director, Sales and Business Development for ManageEngine, talks about GISEC participation, what's in store for the consumers, and cloud security

cloud and supporting systems across all verticals in the UAE. Another great example would be the recently introduced LogiSec, which provides convenient, on-demand network access to a shared pool of configurable computing resources for all hybrid government entities.

DD: What solutions does ManageEngine bring for its users/consumers?

Sajay Banerjee: Our offering based on IT service and operations management, with a focus on device security. Device security was mainly about scanning devices for vulnerabilities, making sure systems were up-to-date on patches, having anti-malware detection, and enforcing policies on devices. Over time, technology transformed and the emphasis shifted towards tracking data and ensuring it gets adequate protection. This has brought fundamental changes to enterprise IT architecture overall, with security teams implementing measures like the principle of least privilege, the continuous adaptive risk and trust assessment approach, and Zero Trust while leveraging cutting-edge technologies like AI and machine learning (ML) to enhance information security.

ManageEngine today offers an end-to-end suite of products for complete enterprise IT management, allowing IT teams to effectively

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Things: The UAE government's sustainability initiative reflects four key areas that are already incorporated into the curriculum of educational institutes across the UAE.

A Sustainable Approach to Education
Developing the habits require mental and behavioral training. Numeracy, schools and universities are training children to think sustainably. They are now more aware of their sustainable choices and their footprint.



BUSINESS

COVER STORY

become a thriving hub for expatriates engaged in various businesses and company ownership. What sets Dubai apart is its seamless and rapid company registration process, a tantalizing prospect for foreign investors. This ease of entry has contributed to Dubai's allure as a global business destination. The economic vibrancy and strategic location have transformed Dubai into a global business oasis. For those with entrepreneurial aspirations, the city beckons with promises of rapid growth, unparalleled opportunities, and a lifestyle that blends luxury with progress. In the ever-expanding world of business possibilities, Dubai stands tall, proving that indeed, all roads lead to prosperity in the heart of the UAE. For entrepreneurs, this translates to an environment conducive to growth and success. So whether you're a budding entrepreneur or a seasoned executive, or someone leading a thriving business already, here are some top trends you definitely need to know, that will be floating everywhere in the UAE business world, in this new chapter called; 2024.

AI-bots to the Rescue:

Artificial intelligence is no longer just some sci-fi buzzword. It's becoming embedded in everything, from your shopping assistant to factory robots. Think less Terminator, more friendly helper robot. Businesses will be embracing more AI tools to automate tasks, analyze data, and personalize experiences. Imagine chatbots helping you choose clothes or AI algorithms predicting trends, it's all happening! Robotics is also on the rise, especially in sectors like construction and manufacturing. E-commerce is already booming, fueled by AI-powered customer experiences and innovative payment

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Sustainability



Building Cities of the Future

Meiny Prins, global CEO and co-owner of Priva is also the Expo 2020 Champion at the Netherlands Pavilion and Ambassador of the Dutch Horticulture sector

Prins devotes a large part of her life to... Dubai Diaries: How does Priva make... entrepreneurs and citizens.

HID

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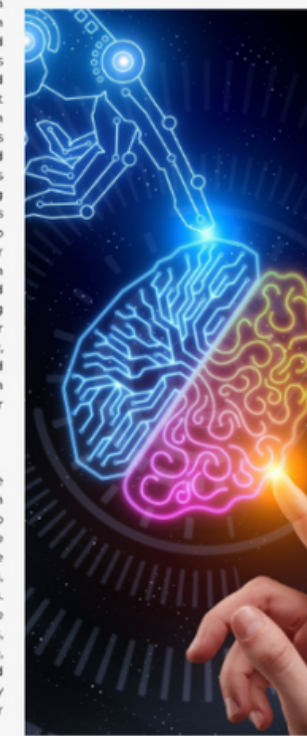
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solutions. Think drones delivering shopping bags right to your balcony, trust us when we say this, we're not far off!



Must Rethink Their Security Strategies

Katie Burns, Director of Middle East at Fortinet, discusses the cybersecurity challenges, third party solutions and the company's GISEC participation

able to connect to all required services was the priority over the first year of pandemic. Today, we see people starting to return back to office, so focus has been on protecting these hybrid environments.

DD: How aware are regional organizations about cybersecurity investments - what are the key decision making factors when investing in solutions and services?

KB: Organizations are looking to maximize the investment, one of the key factors in selecting solutions would be the coverage. With users working between home and office solutions that can provide a broad cover are easier to deploy and provide complete visibility. Instead of using a large number of solutions from different vendors the approach is now look at a platform that covers multiple requirements, preferably from a limited number of vendors. This would also allow

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