



GB

GLOBAL BUSINESS OPPORTUNITIES



Italy 2018

*« Together we dream,
Together we achieve. »*

Organised and Designed by :



CSR

مسترة المسؤولية الاجتماعية لمجموعة الأهلي القابضة
A Division of Al Ahli Holding Group



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The CSR logo consists of a stylized leaf icon above the letters 'CSR' in a bold, blue, sans-serif font. The leaf icon is composed of several overlapping shapes in shades of blue and grey, creating a sense of movement and growth.

قسم المسؤولية الاجتماعية لمجموعة الأهلي القابضة
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Who we are:

CSR Al Ahli was founded in 2008 as a special division of Al Ahli Holding with an aim to develop Arab and Global youth, build their skills and widen their horizons and exposure. CSR Al Ahli's passion is helping youth develop entrepreneurship and social enterprises. Since its beginnings, thousands of young people around the world have received training in entrepreneurship, social responsibility and social enterprise. Through the power of partnership with different organizations CSR Division collaborates with government and non-governmental organizations to create the business leaders of tomorrow.

Vision: CSR Al Ahli Holding Group was founded with a vision to become a leading example for how an active private sector corporation's social responsibility division should be like in the UAE and the Arab World.

Mission: Our Mission is to build a well-developed and professional young Arab generation, who can compete and lead in the national and international business markets. We live it by helping Arab and Global youth build their entrepreneurial skills through initiatives that broaden their horizons and exposure, and support their development of interpersonal and business skills.

Objectives

- Create young business leaders and help them become entrepreneurs by providing unique educational and personal experiences.
- Encourage creative ideas and innovative thinking for globally - relevant youth businesses
- Bridge the gap between UAE and different countries and continents while creating a worldwide network of young business leaders.
- Break down cultural, religious, ethnic and racial intolerances and/or barriers.
- Minimize the unemployment challenge facing the Arab youth and contribute in creating professional job providers rather than job seekers
- Promote the concept of social enterprise and corporate social responsibility

Our Programs

Our programs are designed to inspire youth and support the 100 million Arab young people who need to be engaged in both their communities and economies to fully contribute to the peaceful and stable development of their countries. We do this by training young people in entrepreneurship, social enterprise, and corporate social responsibility. We don't only want to create new businesses – we want to support business creation with social impact!

CSR Al Ahli's programs focus on 5 major areas:

- Entrepreneurship: Global Business Opportunities
- Women Empowerment: Women for Business
- CSR Development: CSR in Action
- Social Entrepreneurship: Business for a Cause
- Capacity Building: Global Youth Forum/Internships

Global Business Opportunities

Global Business Opportunities (GBO) is an unprecedented educational and cultural program which creates working groups among youth from two (or more) distant and different countries to identify business opportunities and develop entrepreneurial skills. This two-week program is a practical and comprehensive boot camp on how to successfully start and operate a business in an intercultural context.

A deeply engaging experience for the young participants, at GBO they interact with top business and academic leaders from the host countries. They visit large corporations, establish networks and interact with people with similar experiences and interests in the business world. They then build their own enterprises, and pilot them with the guidance of mentors over a two-month period.

GBO was designed by Al Ahli Holding Group's CSR division in 2008 and has successfully run in Argentina, Jordan, Brazil, UK, Lebanon, France and Italy. with participants from over 15 countries.

GBO Benefits:

After completing the program, the participants will be able to:

- Develop a successful business and marketing plan and put it into action.
- Understand key aspects of dealing with other cultures and how to work in intercultural teams.
- Understand the concept of business model
- Develop the strategy and the organizational structure of their business.
- How to conduct market research.
- Manage general business operations and accounting activities.
- Recruit, manage, and motivate employees.
- Understand proceedings for international trade.

Program Timeline

Timeline	Activity
Oct 22 nd – Nov 1 st , 2018	Training Workshops & Project Conception
Nov 2 nd , 2018	Group working & Teams Presentations
Nov 5 th – Jan 10 th , 2018	Pilot Project Implementation
...	Closing Ceremony & Appreciation Winners, Partners, Sponsors

Stage 1: Training Workshop & Projects Conception

- 2-week interactive trainings with high caliber trainers and speakers, building the participants capacities in underlying principles of CSR, and exposing them to the best International practices.
- Forming the teams and conceptualizing the projects' ideas.
Teams working in groups on their projects, under the mentors' supervision.
- Participants in teams present their projects ideas to an esteemed judging panel, which qualified them to move to the second stage.

Stage 2: Pilot Project Implementation

- 2 months period whereby the teams are working on piloting their projects.
Progress reporting that shows the management and impact of their respective projects.

Stage 3: Projects Assessment and Award Ceremony

- An esteemed panel of judges will assess the projects progress and success, and nominate best 3 projects for the award.
- During a prestigious awards ceremony in the Global Youth Forum attended by VIP's, government representatives, students and various other key players in the CSR sphere, the best project will be awarded.

Judging Criteria

Impact	Team's Score (Out of 5)
Does the project identify the target audience?	
Does the project identify a problem among his target audience?	
Does the project solve this problem?	
Does the project mention specific performance criterion to measure the social impact?	
Project Implementation	
Has the pilot program proven its viability in providing the desired impact?	
Does the pilot project demonstrate that the team has invested significant amounts of passion, hard work and dedication into making it a success?	
Does the pilot accurately reflect their plans?	
Sustainability	Team's Score (Out of 5)
Is the project viable over the long term?	
Has the team identified how the project would be sustained over the long term both from a financial and organizational perspective?	
Does the project generate sustainable organic revenue rather than purely relying on continuous sponsorship?	
Is the Cost? Revenue Model feasible? (Only applicable if the project become a business)	
Reach	Team's Score (Out of 5)
How many people will potentially benefit from this project?	
Is there evidence from the pilot project that a significant amount of people will use the service offered, if applicable?	
Does the team have a plan for how the project will be scaled up?	
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GBO 2018	Sunday Oct 21 st	Monday Oct 22 nd	Tuesday Oct 23 rd	Wednesday Oct 24 th	Thursday Oct 25 th	Friday Oct 26 th	Saturday Oct 27 th
7:00 – 9:00	Flights arrivals	Sport session	Sport session	Sport session	Sport session	Sport session	Outdoor activity: Rafting
9:00 – 10:30		Opening Ceremony - Welcome speeches	The Entrepreneurship attitude	Unleash the entrepreneur inside you...	How to build a business idea	International law	
10:30 – 11:00		Break	Break	Break	Break	Break	
11:00 – 12:30		Panel: The Italian Entrepreneurship system	Case study*	...Find your passion!	How to write a business plan	Marketing strategy	
12:30 – 1:30				Team building			
1:30 – 3:00	Bus transfer to H-Farm	Lunch	Lunch	Lunch	Lunch	Lunch	
3:00 – 3:30		Panel: The Social Enterprise	Tour in the area + Game	Business strategy	Creativity & Innovation	Marketing	
3:30 – 5:00		Break		Break	Break	Case study*	
5:00 – 7:30		Vision, Mission and Values		Business networking	Scaling your idea	Case study*	
7:30		Free time	Free time	Free time	Free time	Free time	
7:30	Dinner	Opening dinner	Dinner	Dinner	Dinner	Italian Cultural Night	Emiratis Cultural Night

GBO 2018	Sunday Oct 28 th	Monday Oct 29 th	Tuesday Oct 30 th	Wednesday Oct 31 st	Thursday Nov 1 st	Friday Nov 2 nd	Saturday Nov 3 rd
7:00 – 9:00	Venice city tour	Sport session	Sport session	Sport session	Sport session	Sport session	Bus transfer to the airport
9:00 – 10:30		Visit of 2 companies	Communication skills	Project Management	Panel: Successful & Failure Entrepreneurs	Presentation skills	
10:30 – 11:00			Break	Break	Break	Break	
11:00 – 12:30			Corporate finance	Project Management	Group work with mentors	Group working	
12:30 – 1:30		Lunch	Lunch	Lunch	Lunch	Lunch	
1:30 – 3:00		Group working	How to build a startup budget	Meeting with mentors	How to be a Tech project	Projects presentation	
3:00 – 3:30			Break	Break	Break	Break	
3:30 – 5:00			Case study*	Meeting with designers for branding	Group working	Closing ceremony	
5:00 – 7:30			Group working				
7:30		Dinner	Free time	Free time	Free time	Free time	Dinner
7:30	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Flights departures

CONTACT US

We look forward to hearing from your good selves. Meanwhile, if you have any questions or require further information, please do not hesitate to contact us at any time.

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