



GLOBAL BUSINESS OPPORTUNITIES

Italy 2016

GBO Italy 2016 Report



CSR

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



GLOBAL BUSINESS OPPORTUNITIES



14 July - 3 August

The Global Business Opportunities (GBO) is an educational and cultural program aiming to create a working group among youth from different cultures, to identify business opportunities and develop entrepreneurship skills.

Designed and organised by



CSR

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

In partnership with



LUISS BUSINESS
SCHOOL



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WELCOME NOTE

Welcome Note from Al Ahli Holding Group CEO

Awareness of sustainability and corporate responsibility as a vital business practice is growing significantly in the world. However, this awareness has not yet spread effectively across all parts of the region.

Social entrepreneurship has been developed globally as an empowering tool for youth to impact change in their local community; the bottom line for a successful career has changed from income, to one's ability to impact positive change in the society.

Starting in the United Arab Emirates, we directed our programs and initiatives towards the development of CSR practices and youth entrepreneurship.

Today, and with the help and support of socially committed partners, we succeeded in creating a unique initiative that will help you create new sustainable CSR projects and social enterprises.



**Mohammed Khammas,
CEO, Al Ahli Holding Group
UAE**

THANK YOU NOTE

Thank You Note by CSR Division Director

We, at Al Ahli Holding Group are extremely proud of how successful this program has been in developing and enhancing the practice and awareness and understanding of CSR among both practitioners and students in the region.

I would like to thank Luiss Business School for supporting this program, and express my gratitude to every partner, trainer, speaker, mentor, judge and participant, and last but not least, to every member of the team of supporters and staff that contributed to the implementation of this program.

It's very inspiring and motivating to witness the outcome and the interest of our new generation in developing their projects, startups and global ideas coming from different cultures and backgrounds.

The GBO marked outstanding results that positively touched the lives of our participants and society and we are really proud of those entrepreneurs to be



Ms. Lina Hourani
Division Director
CSR Al Ahli Holding Group

CSR AL AHLI HOLDING GROUP



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CSR Al Ahli Holding Group is a division of Al Ahli Holding Group that was found in 2008 with an aim to develop Arab youth, build their skills and widen their horizons and exposure. Using the power of partnership and co-operation with different organizations as vehicle, The CSR Division joins hands with other government and non-government organizations to create the business leaders of tomorrow.

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.

This mission is carried out through developing the Emirati and Arab youth by building their entrepreneurship skills through initiatives that will broaden their horizons and exposure, as well as programs that will support and heavily encourage their development of interpersonal and business skills.



LUISS Business School is the School of Business and Management of University LUISS Guido Carli, in Rome (Italy), which leads the development and the growth of individuals and companies.

Through the Competence Centres and Labs, which are centres of Business Practice and Research, the School is fully embedded in the innovation of the training programmes even thanks to the cooperation with Key Corporate Partner and an International Faculty in order to offer a real change to those who live the experience LUISS Business School..



GLOBAL BUSINESS OPPORTUNITIES



Report

GBO OVERVIEW

The Global Business Opportunities (GBO) is an educational and cultural program aiming to create a working group among youth from different cultures, to identify business opportunities and develop entrepreneurship skills.

The program is an exciting experience for the students: they have the opportunity of networking with top business and academic leaders, to visit large corporations, to widen their network in a multiethnic and multinational environment. This program is a practical and comprehensive course on how to successfully start and operate a business. Successful entrepreneurship requires not only choosing the right type of business but also an understanding of legal requirements, strategy, accounting, people, management, financials, operations and marketing. A business is the document that finalizes everything.

Most people fail in business because they make avoidable mistakes. GBO is a program that teaches how to avoid mistakes, and launch and run a successful company. The program aims to trainee the most relevant topics in business plan. The class will be divided into groups, and each team should develop its own project together and explore opportunities between the participating countries. After a period of study, market research, analysis and activities, the teams will present their projects to a panel of distinguished business leaders.

The mission of the program is to provide youth aged between 20 - 30 with knowledge and tools to start and run their own business, and to bridge the gap between the Arab region and other cultures in order to promote a profitable link between future Arab leaders and the rest of the world.

The program aims to provide youth with a unique learning experience and a huge network of opportunities in order to create the future Arab ambassadors, supporting the 2020 challenge, in order to identify potential business opportunities among them.

PROGRAM OUTLINE

During the 18 days the participants underwent intensive training that consisted of speakers session, interactive and engaging training sessions, Q&A sessions from 19 diverse trainers and speakers coming from different academic and governmental entities covering the fundamental aspects of creating and building businesses, and were exposed to 3 main field visits to major companies in Italy, which all resulted in the birth of 9 social businesses. Throughout the program there were many tasks and challenges of which the Italian delegation represented by LUISS University had won the cultural night, while the Emirati delegation represented by Khalifa University had won the best social business idea.



SPEAKERS & SESSIONS

Speakers & Sessions

Session	Speaker
The Social Enterprise	Francesco Rullani
The Social Enterprise	Luca Mongelli
The Relevance Soft-Skills	Luca Giustiniano
Marketing	Edoardo Magnotta
Social Media Strategy	
Business Strategy & Social Impact	Olivier Lavinal
A bridge between East and West	
How to Build a Business Idea	Daniele Taddei
How to Build a Business Idea	Gianmaria Morra
Values and Beliefs	Matteo Maserati
Communication Skills	
Public Speaking	
Self-confidence, Motivation and Leadership	
International Business Development	Matteo Maserati
Case Histories	
Project Management	Johnny Velasquez
Case History	
Fund Raising	Luigi Pezzilli
Innovation & Networking	
The Emotional Intelligence	Francisco Pellegrini
EU Funding Opportunities	Federico Bertucci
The Enterprise Legal System	Clara Isabel Ceccarelli
How to Combine Business and CSR	Raffaella Scognamiglio
Budgeting and Control	Marco Latini
How to measure the business performance	Alessandro Bellii
Corporate Wellness: The Ferrari Case	Giampietro Gregori
Theatre lab – The Improvisation	Saverio Deodato Dionisio

JUDGES & MENTORS

Judges

Name	Title	Company
Luca Magnani	Head of Int'l Development	Xister
Luigi Pezzilli	Managing Director	LUISS Spark Hub
Roberto Purcaro	Managing Director	EMEA Region at MacQuarie Bank

Mentors

Name	Title	Company
Luca Magnani	Head of Int'l Development	Xister
Luigi Pezzilli	Managing Director	LUISS Spark Hub
Edoardo Magnotta	Head of Alumni Network Development	LUISS Business School

PARTICIPANTS

Participants	
Name	Country
Marianna Morena Gennaro Russo Carlo Venticique Edoardo Carboni Michele Patriarca Francesca Santoro Chiara Santoro Iletizia Ridolfi Andrea Grossi	Italy
Parfait Lepembe	Congo
Ahoud Alhashmi Fatima Ali Alaleeli Noura Sayed Wafaa Ahmed Sendeyah Hasan Alyammahi Najla Almandooos Sarab Ahmed Khuloud Alrayssi Amal Aldhaheri Haifaa Al Mesmari Hebah Al Dhanhane Zayed Al Hosani Bader Khaled Mohamed Fikri	UAE
Nada Elsokkary	Egypt
Francisco Pellegrini F Javier Laje Leandro Medus	Argentina
Osama Sbeitan Nereen Sbeitan Omar Bazian	Jordan

THE OUTCOME

During the boot-camp the participants were divided into 9 groups, thus creating 9 business ideas that were developed and formed throughout the program, of which were presented at the last day to a jury panel of 3 judges from different sectors to be assessed and advised on the next steps in the following 3-month piloting phase.

The projects are:

Khazaen

Khazaen is a company that is specialized in upcycling furniture and storage units, it is a 100% Emirati company that was founded to provide its customers with the highest levels of security, upcycle disowned furniture and give it a new home to make a family smile again.



Trust, Security and Empathy are our core values.

Led by emirates youth Khazaen will gain the trust of its costumers on their belongings, secure it, and use the revenue to re innovate houses to the proper standards of living.

SensiTraining

Sensi Training provides training courses to improve and develop personal skills. There are two different kinds of courses based on the duration: short courses and long courses.

The main focus of the courses are:

Acting, soft-skills, emotional intelligence and NLP.

The main course is using acting tools to help developing personal skills and leader skills, creating new ways to present all of soft skills.



THE OUTCOME

Perfection School SA

Perfection School SA is a Social start-up Business School which will be created in Pointe-Noire, the Economic capital of Republic of Congo, to provide college education to young people facing financial difficulties and to support the development of the education system in this region of Africa.

Co-founded by Parfait Lepembe (Luiss student from Congo), Wafa Al Yammahi and Sendeyah Al Yammahi (Khalifa University student, from Emirates) Perfection School SA will provide a Bachelor degree in Management and Technology to young people from age 18 to 28 (Target customers).



Jordan Grows

The ultimate goal for Jordan Grows is to educate as many fortunate and less fortunate students in Jordan we could.

The business is to build a fund built through leading corporations, or financial institutions in Jordan such as the central bank, to loan the necessary finances to students in order to complete their education, which makes them qualified for employment.

The main basic function of the company is to provide low cost micro loans strictly for education to students from the lower income demographic.

We believe that in the coming years, students from the middle income demographic will also become a potential target for education loans.

We believe partnering with government organizations, financial institutions, and leading corporations is essential to the success of our business.



Minerva

Minerva is a startup that aims to discover the local craftsmanship excellences of each country (starting with Italian artisans such as carpenters, tailors) and spreading these excellences abroad by delivering vocational courses taught by a pool of craftsmen carefully selected based on their skills (e.g. Italian carpenters that teach their professional skills to Emiratis).

This can help in creating new jobs, spreading the local excellences/traditions, internationalizing the local SMEs, and bridging the gap between East and West in terms of knowledge and skills.



Out Off Trend Design

"Out Off Trend Design" is a startup fashion line company that aims to design fashionable, unique and elegant pieces using discarded textiles.

As the startup is a CSR, part of the profit will go to a societal cause, with the mission to help Emiratis put their unwanted clothes into good use and help the environment by collecting clothes, recycling and redesigning them.

In addition to providing women affordable, unique, trendy pieces and donating part of the profit to different charities.



THE OUTCOME

Da Nereen

Da Nereen is an apparel brand that is recognized for its innovative designs and its strong values towards its people that inspired and created the clothes.

By creating items that will complement their own self with unique embellishments designed using the Jordanian pattern.



AlEzbah

"AlEzbah" is a tourist hub that gives opportunity to host the tourist in traditional emirate's farm located in the desert.

The experience will let the tourist to live a traditional emirate life and to introduce them to the culture and tradition in the UAE.

This experience will include different kind of activities such as tasting a traditional food, trying traditional custom and walk around the farm that has different kind of trees, plants and animals. They will experience this for one day with present of Emirati elderly people whom are knowledgeable about UAE culture and traditions.

AlEzbah

Donna terra Cotta

Donna terra Cotta aims to create a pottery business with a high social impact, granting unemployed wives of workers the means to make and sell their own pottery creations while taking a small profit.

Donna Terra Cotta

TESTIMONIALS

It was great to have the opportunity to create a business with students of different nationalities, languages, and executives. So I had the opportunity expand my knowledge of economics and to find out their habits, needs and lifestyles.

I discovered the importance of emotional intelligence. It is nice to be able to apply it now on my everyday life

Also, I had the opportunity to fulfill my experience and benefit from the spirit of teamwork.

Francesca Santoro

Personally, Above all, it has been a great opportunity to learn about other cultures that are very interesting and often very different. During the program I realized the importance of soft skills so I will work hard on that to exploit the best practice that I have acquired during the program.

Chiara Carrozza

I really appreciated the teamwork and the opportunity to meet different cultures in order to identify links among us instead of focusing on what could divide us. Secondly I appreciated the aim to build a social business and understanding this concept, the business for a social benefit and not only profit.

This program gave me the opportunity to build an interesting network of both professionals & students that in the future could be an important connection for my own business, in practice I will focus more on soft skills where I lack in order to improve myself & to create business opportunities.

Marianna Morena

TESTIMONIALS

I liked the most the diversity of the participants from different countries, majors and ages. This gave us a chance to learn more about these cultures, which we had no idea about specially, Italians and Argentinians. The diversity in study fields from engineers to MBA students and the huge difference in age, which wasn't a barrier at all.

This training changed my view about entrepreneurship from being something really difficult to accomplish as engineers to something possible to be done by anyone who gives time and have the perfect mindset for the project. Time management and leadership are the most qualities I am improving myself on right now thanks to the GBO.

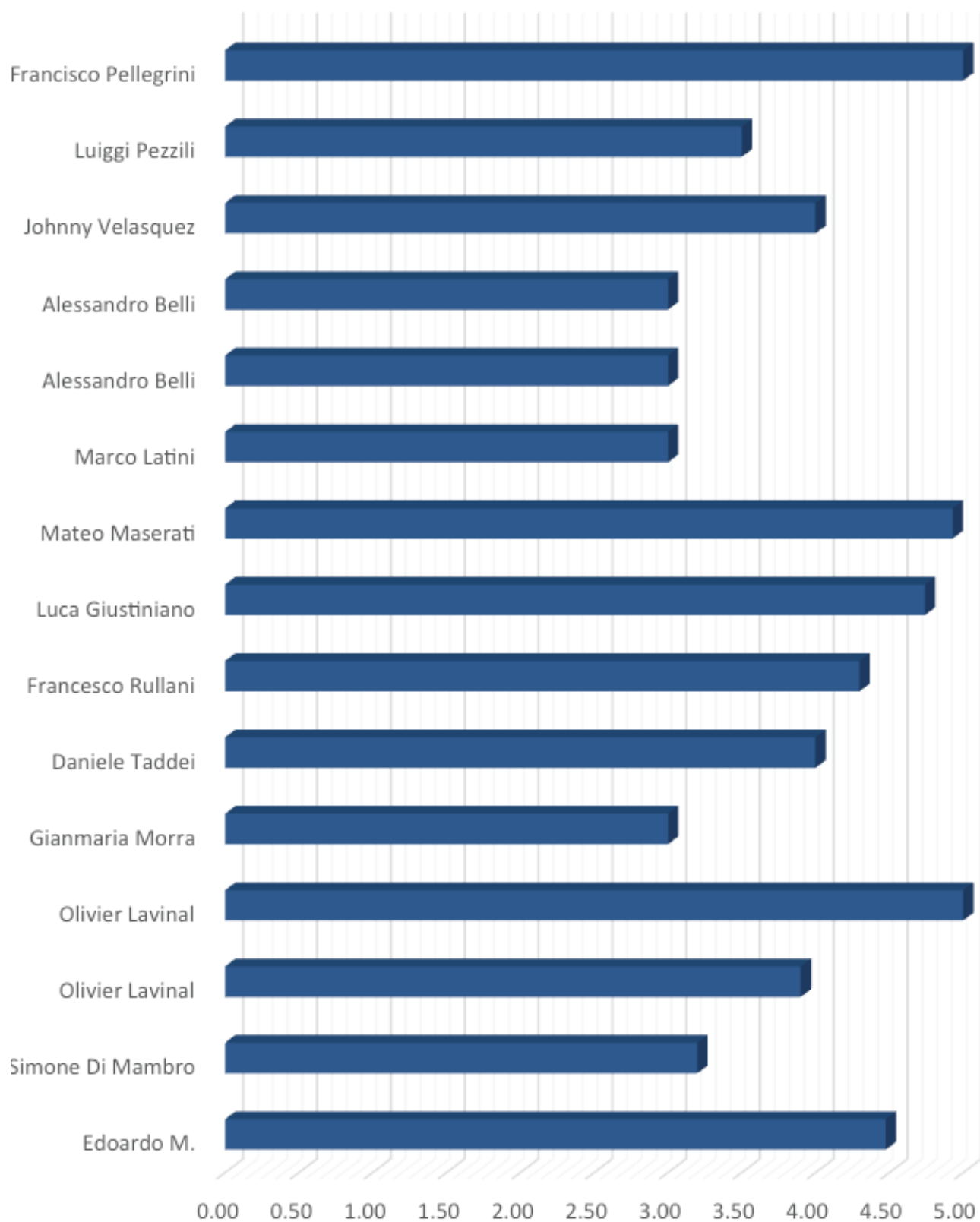
Mohamed Mahmoud Fikri

This program had a particular impact on my personal and professional growth, giving me the chance to meet excellent and very professional speakers and people. What most impressed me was the ability to easily mix our cultures, braking invisible barriers and creating a friendly work environment to quickly grow as teams, I wish to continue to developing my business idea with my team and implement it.

And creating the network we need and start working together as a result of a mixed team.

Letizia Ridolfi

SPEAKERS EVALUATION



GALLERY



During the opening ceremony



During classes & sessions



During classes & sessions



During one of the field visits



During one of the team building exercises



During classes & sessions



During the Emirati cultural night



During the Jordanian cultural night



During one of the team building exercises



During one of the daily meetings



During team building outdoor activity - Rafting Trip



GBO certificates and medals

GALLERY



During the closing ceremony



During the closing ceremony



The Italian team winning the best cultural night



The Emirati team winning the best social business idea



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