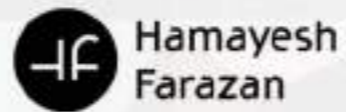




2021

MENAA Best Brands Award

Istanbul- Conrad Hotel / 22nd July 2021





MENAA AWARDS
2021

Time To Be Recognised & Distinguished As A Unique Brand

■ BE *the* BRAND



MENAA Best Brands Award 2021

MENAA Award Organization has been at the forefront of running excellent quality and top class Award Ceremonies, Conferences, and International Forums in the past years. MENAA is one of the only few organizations that have affiliations with other top well-known accredited institutions and Universities.

It aims to promote and improve the industries by acknowledging, awarding, and promoting the Service Level, Corporate Cultures, Brand Awareness, Brand Loyalty and Leadership Skills within the organizations in the region to facilitate the provision of higher standard services & products to the community and bring about Customers Satisfaction & Delight.

For this very reason, after successful Award Categories of "Best Business Leaders Award" along with the "Customer Delight Award", This year's award ceremony takes place in beautiful Istanbul - Turkey on 22nd July 2021 on two categories of "Best Corporate Brand" and "Best Personal Brand" for the 7th year, after 6 years of successful and well organized ceremonies in Dubai, United Arab Emirates and Muscat, Oman.

The Awards Ceremony is taking place at beautiful Conrad Hotel in Istanbul with the Scientific support and partnership of Switzerland's top and famous university of ZHAW.





Values & Benefits



- ★ Attend the "Global Economic Forum" from 09:00 – 15:00 and learn the latest economic & business trends
- ★ Receive the "Badge of Honor" from the former prime ministers of Sweden, Italy and Belgium
- ★ Receive an accredited certificate of excellence from ZHAW university in Zurich
- ★ Network and connect with the regional best brands and successful CEOs
- ★ 2 nights of stay at beautiful Conrad hotel
- ★ Strengthen the brand image & your business reputation further among your customers and staff
- ★ Great media coverage in well circulated papers & popular websites





MENAA AWARDS
SPEAKERS
&
Award Givers
2021



Matteo Renzi
Youngest Prime Minister of Italy!

Renzi is the youngest person to serve as Italian Prime Minister and was the youngest leader in the G7. He was also the first serving Mayor to become Prime Minister. In 2014, the American magazine Fortune ranked Renzi as the third most influential person under 40 in the world, and Foreign Policy listed him as one of the Top 100 Global Thinkers. Moreover, Renzi is nicknamed il Rottamatore (the Scrapper) due to his ambition of renovating the Italian political establishment. Renzi, who did not hold a seat in either house of Parliament during his tenure as Prime Minister, became a member of the Senate as a result of the 2018 general election.



Fredrik Reinfeldt
The Longest-Serving Prime Minister in the History of Sweden

Former Prime Minister of Sweden During his time as Prime Minister, Reinfeldt reformed the Swedish economy and labor market, making Sweden one of the most competitive countries in Europe. More than 300,000 new jobs were created despite the financial crisis. The Swedish economy had higher growth rates and sounder public finances than many other European countries during his time in office. Having been a member of the European Council for 8 years and its President for six months, he has an extensive international network. In February 2016 Mr Reinfeldt was elected as chair to the Extractive Industries Transparency Initiative (EITI). In March 2016 Mr Reinfeldt was appointed as Senior Advisor to Bank of America Merrill Lynch.



Guy Verhofstadt
47th Prime Minister of Belgium!

Guy Verhofstadt quickly rose through the ranks of Belgian politics, becoming party president in 1982 at the age of 29. By 1985 he was Deputy Prime Minister. Between 1999-2008, he served as Prime Minister of Belgium. After he left office, he became a member of the 'Renew Europe' group in the European Parliament. Guy Verhofstadt still serves in the European Parliament today, where he is a champion of more European integration to tackle the multiple crises the EU faces for the moment. His latest book is entitled "Europe's Last Chance". Guy was awarded the Vision for Europe Award in 2002 due to his incredible work towards a more unified Europe. He was named the representative for the European Parliament in regards to matters surrounding Brexit and has regularly focused on the UK and British citizens rights within the European Union.



Pierluigi Collina

Former Italian referee, Pierluigi has been hailed as the best referee of his generation, being awarded best referee of the year six times by FIFA. Pierluigi Collina has refereed at the highest level across the globe including the 2002 World Cup Final, the 1999 Champions League Final and the 1996 Olympic Games Final, plus countless World Cup and international matches, as well as in Serie A in his native Italy.

He was International Red Cross' ambassador for the campaign "Children in war" in 2004, and FIFA Ambassador for the SOS Italia Children Villages. He is the author of the book "The Rules of the Game", published in Italy in 2003 and translated in more than 10 different languages and 20 countries.



Boris Becker

Former World Number One and winner of six Grand Slam tournaments and 47 ATP titles Boris Becker and his success story made tennis a national sport in Germany. In 1985, at the age of just 17 years, Boris Becker became and still remains the youngest ever winner of The Championships, Wimbledon, and he is a six-time Grand Slam singles champion, an Olympic gold medalist in doubles. He went on to win a total of 49 career titles.

Tennis Magazine put Becker in 18th place on its list of the 40 greatest tennis players from 1965 to 2005.

He is also the Coach of World Number One Tennis Player, Novak Djokovic. Boris is an advisor to Bayern Munich Football Club, Vice Chairman



Clarence Seedorf

In 2004, he was chosen by Pelé as part of the FIFA 100. Seedorf is one of the most decorated Dutch players ever, and has won domestic and continental titles while playing for clubs in the Netherlands, Spain, Italy and Brazil.

Seedorf was ranked seventh of the 20 best players of the Champions League, a list which was compiled in 2012 to commemorate the 20th anniversary of the competition.

The ranking was done by Champions, the official magazine of UEFA.

He has won the Champions League with three clubs - once with Ajax, in 1995, once with Real Madrid, in 1998 & twice with Milan, in 2003 and 2007.

At international level, he represented the Netherlands on 87 occasions.



Lothar Matthaus

Captained Germany to win the World Cup in 1990 and with 150 caps is German's most capped player. Participated in five World Cups, four European Championships, two Champions League final's and managed teams to success across Europe.

In 1990, he was named European Footballer of the Year and World Soccer Player of the Year after captaining Germany to victory in the 1990 FIFA World Cup. One year later, he was also named the first ever FIFA World Player of the Year and remains the only German to do so.

He was in the Champions League final twice and runner-up world champion two times.

His International Team Management experience includes: Hungary National Team 2004 - 2006 Bulgarian National Team 2010 - 2011



MENAA AWARDS SPEAKERS & Award Givers 2021

Event Venue

CONRAD

HOTELS & RESORTS™



CONRAD HOTEL & RESORTS

Both the Forum in the morning and the Award ceremony in the evening will take place at the spectacular and amazing ballroom of Conrad Istanbul hotel, one of the largest and best decorated and well-designed conference venues in the whole Istanbul.

In a curved building surrounded by a green park, this upscale hotel is a 12-minute walk from the Bosphorus, 7 km from Topkapı Palace and 8 km from the Hagia Sophia museum. Other amenities include indoor and outdoor pools, plus a spa, a tennis club and a gym.





6 Years of Celebrating Success of MENAA Businesses





Past Winners

MENAA AWARDS has been recognizing the efforts made by business leaders and companies since 2013 for their exceptional achievements in order to help raising the awareness on the importance of best practices and highlighting success stories that will inspire and benefit other organizations.

The past years Award Winners are some of the best known and pioneer companies in the region including AXA Insurance, Zurich Insurance, Oman Air, Turkish Airline, National Union Bank, Dhofar Bank and many more.

Winners Testimonials



Cedric Charpentier (AXA Gulf Insurance)

"On behalf of AXA Insurance we're extremely proud to have received this award. It seems like a personal award but it's definitely not. I dedicate all this to my team in AXA Gulf Insurance."



Colm McLoughlin (Dubai Duty Free)

"I've been the chairman of the DDF for past 32 years. I'm very happy to be part of this award this evening. I'm very happy that DDF has succeeded. I wish to dedicate this award to all the staff in DDF. Many of whom are on the serving and of course I want to dedicate to my own chairman H.E. Sheikh Ahmad bin Saeed Al Maktoum who has been a terrific support to DDF throughout the years."



Omar Al Ojaili (BankDhofar)

"It's a delightful moment for me to win two awards tonight. It has been a fabulous ceremony. It's been an honor to receive certificates & trophies. I really appreciate the recognition of BankDhofar. Congratulations to BankDhofar team for achieving this success."



Ahmed Al Hatti (Cayan Group)

"I'm glad to be invited to such an outstanding event. Amazingly organized. I'm glad to be one of the recipients."



Abdul Rahim Al Fahim (Paris Gallery)

"I'm very much honored and appreciate the award tonight. Thank you very much to the organizer. I dedicate this award to my team and my customers."



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