



FOR IMMEDIATE RELEASE

April 28, 2013, Abu Dhabi

4th Middle East Business Leaders Summit and Awards (MEBLSA) 2013

Theme: REDEFINING GLOBAL ECONOMIC GROWTH

The Leaders International magazine and the Federation of Gulf Cooperation Council (GCC) Chambers, once again presents the most prestigious event for corporate and business leaders of both ASEAN and the Middle Eastern region. For the fourth consecutive year, the **Middle East Business Leaders Summit and Awards (MEBLSA) 2013** sets a grand stage for exceptional leaders to share their legacy and know-how with other global corporate leaders. Held at **The Intercontinental Hotel Grand Ballroom, Abu Dhabi, UAE**, this year's grand event was graced by **His Highness Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan, Advisor to HH President of the UAE** and many other high level dignitaries from the UAE, ASEAN and the GCC region. Some 350 invited guests attended this high profiled gathering of the year among business leaders.

MEBLSA was conceptualized and crafted out carefully to recognize the achievements of the Mid-East Asia's niche business visionaries, across all industry sectors and to honour their great contributions towards the Arab Gulf region's economic development and other global contributions that have brought them and their establishments to superb degree of achievements. A total of 20 prime awards were given to winners from all over the GCC Region and ASEAN. The involvement of ASEAN region corporate sector was infused since the year 2011 of **MEBLSA** mainly to encourage rapport building and establish larger networking channels between the 2 regions.

The 4th MEBLSA would be rewarding some the best corporate industrialists, personalities and organizations for their immense contribution to build businesses and remain an active player of nation building. Among some of the award recognized were **Master class CEO of the Year, Conglomerate of the Year, Emerging CEO of the Year, Leadership in various sectors such as Finance & Banking, Telecommunications, ICT, Renewable Energy etc.**

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Earlier on the same day, the Leaders Business Networking Session started off with the focus of creating awareness and bridging experts in networking together and building friendship. This year saw the introduction of a more focused B2B session whereby selected industries and trade players would be meeting much on pre-arranged appointments with an objective of securing deals and transactions. Among some key industries involved would be healthcare, building & development, agriculture & food security, investment and SMEs.

This year foresees the metamorphosis or the total transformation in linking the focal points of ASEAN with the Gulf Cooperation Council (GCC) in synergizing their efforts on a wider circumference, thus defining the way we conduct global businesses and transform according to time and market demands.

Another focal point of discussion was on the emerging GCC business zones namely Abu Dhabi, Doha and Manama which outlines some practical success story and ways to increase investment chances in these countries. Touching on Redefining Global Economic Growth, corporate leaders are taken into a detailed in sight of how global transformation of economy, politics and social had taken its affect on the Gulf economy and investment policies and expanding into Asia, being a choice of future, secure investment platform of the world today.

The organizers are confident that the 4th MEBSA had met its objective of fostering goodwill among global corporate leaders to converge and share their expertise, while being able to tap on each others' resources to build better economies.

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