

## **Business Environment & Challenges in UAE.**

*(Short Term Exchange Program to Dubai)*

**- A world of Opportunities**

***“Dubai will never settle for anything less than the First place”- Mohammed bin Rashid Al Maktoum (Prime Minister -UAE).***

With mixed feelings of apprehension and excitement, our 10-member team of students from IMT-Hyderabad, landed at the Dubai Airport on Oct 7, 2015 to for the Short Term Exchange Program (STEP) at IMT Dubai. The objective was to explore, understand and appreciate the aspects of current business environment in UAE through academic and external learning. Alongside, we were joined by students of IMT-Ghaziabad whose company made the trip even more enriching and memorable.



*Orientation Session Program at IMT-Dubai*

The Orientation program unfolded with a warm welcome from the Director of IMT-Dubai- Dr. Rakesh Singh followed by an address on the Geopolitical Order Today in UAE. The entire schedule for the trip was meticulously designed to allow learning to take place through classes wherein students acquired Insights from experts in various fields and industrial visits to renowned industries. The visits provided cognizance and practical exposure which helped us understand the current

situations in UAE. To start with, the experience at Gitex Shopper (Electronics Expo) taught us how effective marketing on a large scale, can be so successful.

During our stay, we interacted with many high-ranked, significant people from different fields. The Associate Director, Mr P.J. Mathews - Logistics and SCM University Alliance provided us an overview of the logistics industry in the UAE and its impact on the world by speaking about the strategic importance of ports in and around UAE.



*Interactive Session with P.J Mathews*

This was followed by a Desert Safari in the evening which proved to be a completely new and exhilarating experience for all of us.



*Desert Safari*

In the next two days, we had very interesting lectures from Dr. Puneet Mehta on “Marketing of Healthcare Services in UAE” and Mr. Imtiaz Hashem and Mr. Lakshya Chadha (TNS Global) who

highlighted “The importance of Digital Landscape and its Impact on Marketing”.

The Team visit to ‘Masdar City-the world’s most sustainable eco-city’ in Abu Dhabi was indeed a euphoric experience. The city relies on Solar Energy and other renewable energy sources to sustain and teaches how cities can accommodate rapid urbanisation and dramatically reduce energy, water and waste.

Industrial visits to ‘GITEX Shopper’, ‘Lamprell’ (Hamriyah Port), ‘Coca Cola plant’, and the ‘Almarai Dairy’ served as a perspective-broadening experience for all the students.

Other notable speakers enlightened us by shedding light on vital topics such as the ‘Opportunities and challenges in the Middle East job market’, ‘Innovation in Product Development’, ‘banking in the age of technology innovation’ and ‘Challenges of localization in a multi-cultural workforce’.

Dubai, amidst all its glory and magnificence, stands out as a very exotic and culturally rooted Emirate. A lot of emphasis is given on the appearance and etiquettes of a person and on the abiding of the stringent Local laws. The infrastructure brilliance is exemplified by meticulously built architectural structures like the astounding Burj Khalifa, the Burj Al Arab (only 7-star hotel in the world) and some humongous malls like Dubai mall (housing 1200 stores!) and the incredible Mall of Emirates.

Construction sites are plenty and even ‘Small’ towers turn out to be 50 storeys tall-they only look small because they are dwarfed by the Burj Khalifa. Tallest in the world, the 828-metre architectural marvel is the city’s pride and the attempt to put into words the scale of Burj Khalifa is



*Industrial Visit to Masdar City*



*Industrial Visit to Lamprell (Hamriyah Port)*

beyond us. The audacious architecture, spectacular skylines, people’s obsession with fashion and style, and the never-ending urge to grow left indelible memories on our hearts and minds.



*Students outside Gitex Electronics Expo 2015.*

The Oil-rich Emirate is transforming into the biggest tourist destination for a new millennium. From 7-lane highways to high-rise buildings, the city provides a true picture of how growth is possible even in the land of sand. An amalgamation of the right strategies and good governance is the secret to the success to Dubai and UAE's success.

As the days passed, we explored the local places and super-marts which presented the picture of the local cultures which is rooted in Bedouin heritage. Dubai has emerged as an ethnically diverse metropolis where the world's populations mingle in markets, galleries and international restaurants. As its leaders and property developers proudly trumpet, the city-state along the Persian Gulf has the world's highest building (the Burj Khalifa), the world's tallest hotel (JW Marriott Marquis Dubai), the world's largest artificial island (the Palm Jumeirah) and the world's biggest mall (Dubai Mall).

This delightful and enriching journey to Dubai would not have been possible without the kind support of the IMT Family (IMT-Ghaziabad, IMT-Dubai & IMT-Hyderabad) and the guidance of Dr Surajit Ghosh Dastidar, Dr. Ajay Singhal and Dr Santanu Roy. We never felt away from home in the joyful company of Dr Surajit Ghosh Dastidar. The hospitality provided by IMT-Dubai was warm and exceptional. We would like to thank our college's Director Dr Satish Ailawadi for giving us the opportunity to be a part of this Exchange Program and get a global perspective on the business environment in UAE and its impact on the world. We shall surely implement the knowledge gained during this Program in our future endeavours.

This was definitely an experience of a lifetime for us and we left Dubai with many learnings & with the hope and dream of coming back for a greater purpose, or as an entrepreneur in the future!

*"Success without Happiness & Happiness without Success, both are waste!"*

- Mr Abdullah Salem Almazrouei

Team IMT-Hyderabad

(07-10-2015 to 16-10-2015)