



## **Nominations open for the prestigious Asian Business Awards Middle East 2007 (ABA ME 2007)**

- **Al Barari and ABA Middle East invite the public to nominate most admired Asian business achievers**

**Dubai, UAE, October 1, 2007:** The Nominations for the prestigious Asian Business Awards, Middle East 2007 will commence today on [www.abameonline.com](http://www.abameonline.com) and remain open to public till November 1<sup>st</sup>. The announcement was made by premier sponsor Al Barari, the UAE's leading luxury real estate developer.

The Asian Business Awards Middle East 2007, which were announced last week, are the first Asian Business Awards ever to be held in the Arab world and are established to recognize the achievements of Asian business leaders and entrepreneurs who have made an indelible mark on the business scene in the Middle East.

Commenting on the nominations process, Zaal Mohammed Zaal, the Chairman of Al Barari, said, "Bringing the public into the nominations process is an exciting move and was a prime motivating factor in our support for this year's Asian Business Awards in Abu Dhabi. Public acclamation of business achievement carries more weight than the usual closed-door selection process and gives these awards real credibility."

The public will be invited to vote for the following six Award categories:

1. Outstanding Asian Business Man of the Year
2. Outstanding Asian Business Woman of the Year
3. Asian Rising Star of the Year
4. Young Asian Achiever of the Year
5. Outstanding contribution to Middle East Development Award
6. Asian Business Leader of the Year

The remaining two award categories for Global Asian of the Year and the Lifetime Achievement Award will be decided exclusively by jury votes.



The criteria and parameters for each nomination category have been set by one of the world's leading business advisory services, PricewaterhouseCoopers. Accordingly, once a person has registered as a member on the ABA ME website, he/ she will be able to click on the "Nominate button" to be directed to a page which reviews the summary criteria for each of the six award categories. An easy-to-use reference Criteria Pyramid has been provided on each award category page to inform users of all the fundamental criteria that must be fulfilled in order for them to nominate their favourite and most respected business personalities.

Once ABA ME receives the completed nomination form, it will ensure that all required fields have been filled out and the nomination will then be processed by PricewaterhouseCoopers and forwarded to the ABA ME 2007 Jury Panel. The Jury will review nomination entries every week starting October 7, 2007, until the nominations close on November 1, 2007.

The public is encouraged to send in its nominations at the earliest because, if accepted, the nominee's name & title will be uploaded on the ABA ME site, enhancing his/ her chances of entering the ABA ME polls.

Each week, the website will upload an updated list of approved nominees, generating more excitement and acting as a directional tool for other Nominators.

At 10am on 1<sup>st</sup> November 2007, Nominations for the ABA ME 2007 will close and the ABA ME Jury will take a decision on selecting the three final Nominees in each of the six categories. These names and profiles of these eighteen finalist nominees will be announced formally on Zee TV on November 9<sup>th</sup>.



## **About the pedigree of Asian Business Awards:**

The Asian Business Awards is an Event Property co-owned by Indian Expressions & Real Media.

### About Indian Expressions

Indian Expression FZE is part of the Axis International Group established in 1996. Indian Expressions showcases & celebrates Asian Achievers & Achievements globally through a series of ground, television & public forum Events. The Company also consults for Middle East & Asia based conglomerates to activate innovative CSR Programs & promote Sustainable Development Initiatives.

### About Real Media

Real Media is a media & entertainment conglomerate which is the Middle East arm of the US\$ 5 billion Zee Network, a true blue Asian media powerhouse with over 24 Television channels & footprints in over 185 countries. The company has interests in publishing, theme parks, multiplexes, gaming, film production, and broadcasting.

### The ABA ME genesis & future plans

The ABA ME has been created to recognize and reward pioneering businesses that have blazed new trails and set new benchmarks in the Middle East Business World. The ABA ME is now poised to become the region's annual showcase of exemplary Business enterprise. In its debut year, The ABA ME will recognize and honour contributions of entrepreneurs from the sub-continent to the Middle East region, the region's biggest Asian Community. From 2009, the Awards will also showcase Business Achievers from Japan, China and the Asia Pacific. Plans are in place to host the ABA ME 2010 simultaneously in Singapore, New Delhi, India & in Dubai, UAE through cutting-edge satellite technology. Talks are already in progress for the same.

### About Al Barari LLC:

Founded in 2005 by Emirati entrepreneur and investor Zaal Mohamed Zaal, Al Barari was set up to provide high net worth individuals with innovative and exquisitely designed housing. Al Barari Development's mission is to continuously raise the benchmark of the quality of property development in the U.A.E, through the development of eco-friendly, sustainable communities, and the implementation and utilization of new standards in estate planning, environmental controls, and ongoing quality driven management. Al Barari is responsible for the conception and development of the unique Al Barari community.