

***Abdul Baset Al Janahi,
Chief Executive Officer,
Mohammed Bin Rashid Establishment for SME's Development (Dubai SME),
An agency of the Department of Economic Development in Dubai***

Abdul Baset Al Janahi is currently the CEO of the Mohammed bin Rashid Establishment for SME's development. In his role as CEO, Al Janahi has contributed significantly to their growth and development. In addition, he has become renowned for his support of young and aspiring entrepreneurs in the UAE, and developing the Eco systems of SME's in Dubai.

Prior to his appointment with the Establishment in 2002, Al Janahi held a number of senior managerial positions in leading organisations in the UAE. He was a founding member of Dubai Shopping Festival (DSF). As Projects and Events Manager at the DSF, he successfully liaised with various organizing committees and government departments to add new and exciting dimensions to the global event. His creative ideas further augmented the success of the DSF brand.

Following his stint at DSF, he moved on to Dubai Internet City (DIC) in 1997 as one of its founding members. He was responsible for formulating a business model that is now regarded as one of the most successful ICT hubs internationally. DIC's Commercial Department was also set up with his support.

In recognition of his exceptional strategic and business development capabilities, Al Janahi was selected in 2001 to join a taskforce responsible for setting up the Dubai Development and Investment Authority (DDIA), later renamed as Tatweer. The formation of Mohammed bin Rashid Establishment for SME's development (MBRE) was a significant milestone for Dubai under the leadership of Al Janahi in DDIA.

In 2005, Al Janahi was appointed as a board member and CEO of ASWAQ, a public joint stock company under foundation.

In MBRE, Al Janahi pioneered the entrepreneurial development process from scratch which enabled the development of entrepreneurs. This covered the core pillars of Development Advisory, Incubation, Funding, Capability Development, Market Access and Access to government contracts for SME's. To facilitate access by SMEs to market opportunities, key agreements with several leading private and public sector organisations to offer exclusive privileges to members of the Establishment were secured. This initiative not only succeeded in helping start-ups and SMEs secure their first business contracts, but also raised the community's awareness about the importance of SMEs to the growth of the economy.

Today, under Al Janahi's leadership, more than 13,000 entrepreneurs have been assisted, of which about 1200 are active members of the Establishment. Several well-known UAE companies and brand names such as Freej, Brown Bag, On Time, E-Home and Just Falafel, were proudly supported and created by the Establishment.

When the mandate of the establishment was expanded to include the Dubai SME sector, Al Janahi scored a first when the first-ever official definition of Small and Medium Enterprises in Dubai and the UAE was established to support the Dubai SME Development Roadmap.

As the CEO of Dubai SME, one of his main responsibilities is to formulate the long-term plan, strategies and policy frameworks for SME development; and execute strategic initiatives for the Dubai SME sector and Entrepreneurs. Key to this is to advocate for economic and business policy reforms that will enable the development of a pro-enterprise environment in Dubai. This includes undertaking strategic SME research studies & impact analyses of policy changes and leveraging key stakeholders to support and collaborate with the Establishment to deliver SME initiatives.

Under his leadership, Dubai SME has successfully launched a number of strategic initiatives include: the first-ever SME definition for Dubai, formulated the first Dubai SME five-year plan, undertook a comprehensive development needs survey of the Dubai SME sector, developed the principal SME statistics, completed six micro-economic/SME industry studies, launched the first Corporate Governance code for Dubai's SMEs, and announced the first-ever Dubai SME100 Ranking.

Al Janahi is the Vice Chairman and Managing Director of the Mohammad Bin Rashid Mohammed Bin Rashid Fund for SME, a member of Board of directors of Cooch4good in Dubai, and a member of Board of Directors of Tejuri.com (LLC). Also a member of UAE Genetic Diseases Association.

Al Janahi graduated in Business Administration from the Higher College of Technology, Dubai. A graduate from Mohammed bin Rashid Leadership Development Program, Dubai.

In addition, He has successfully completed:

-Executive Program of Leadership in Government: (Lee Kuan Yew, School of Public policy - National University of Singapore).

-Diploma from MIT Sloan in the US.

-Public Finance Management: (John F. Kennedy School of Government, Executive Education_ Harvard University).

-Leadership for the 21st Century (Chaos, Conflicts & Courage): (Harvard Kennedy School, Executive Education).

-Entrepreneurship Development program: (Massachusetts Institute of Technology, School of Management)

-Leading for Success: Strategy, team Building & Motivation: (Center for Professional Development _Georgetown University).