

ABLE™

Asia's most influential leadership platform

For over 16 years, the Asian Business Leadership Forum has brought together global leaders from the government, private and social sectors in conversations and collaborations of consequence, leveraging multiple, impactful formats across over 1,000 broadcast, podcast, virtual, digital media and in-person events.

In 2022, we launch a one-of-a-kind partnership programme that delivers high-level business outreach, networking opportunities and global PR.



IN ASSOCIATION WITH



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



دبي العطاء
Dubai Cares

ABLEF™

UNDER THE PATRONAGE OF

H.H. SHEIKH NAHAYAN
MABARAK AL NAHAYAN
CABINET MEMBER AND MINISTER OF TOLERANCE
AND COEXISTENCE, UAE

BROUGHT TO YOU BY



إيديا
IEDEA®



The ABLF devotes its energy and resources to promoting the great potential of Asian business. It highlights a clear determination to improve the business and economic environment, promote growth and development and encourage innovation. The ABLF is dedicated to fostering the regional cooperation essential to the growth of knowledge and the seizing of opportunities in Asian countries.

-H.H. SHEIKH NAHAYAN MABARAK AL NAHAYAN
CABINET MEMBER AND MINISTER OF TOLERANCE AND COEXISTENCE, UAE



THE BIG PIVOT: ADAPTING TO THE FUTURE

ABLETM

The pandemic challenged us

- To ensure conversations kept going, even as borders closed and lockdowns ensued.
- To find strategic ways to promote investments, enable businesses and deliver meetings.
- To facilitate a constant flow of connections so that economies could thrive along with livelihoods.

To meet these challenges, the platform pivoted with purpose and adapted through the use of cutting-edge technology, delivering 20 thought-provoking events across 20 months from 2020 to 2022. This year, the ABLF forges a new path with the ABLF Advantage - a brand new season of solution-led initiatives for global Asian businesses, presented as three pillars, engaging broadcast, virtual, digital and in-person leadership activations that can support your business agenda.



ABLE™

SEPTEMBER 2022 - AUGUST 2023

Theme

THE TECH IMPERATIVE:
ACCELERATING ASIA'S SOCIO-ECONOMIC RECOVERY

ABLETM TALKS ROUNDTABLES

ON



6 SESSIONS • 6 TOPICS • 200 MILLION VIEWERS

TELEVISED SERIES ON CNBC ARABIA

An insightful and informative talkshow with a celebrity moderator engaging captains of government, industry and social enterprise.

Powering conversations of consequence

Bringing together opinion leaders and change-makers for the greater good

Building relevant and intellectual content



ABLE TALKS ROUNDTABLES

ON



THE TOPICS AND THE REACH

The ABLF Talks Roundtables are poised to bring together Asia's government and business leaders to reshape global business agendas and promote post-pandemic economic recovery.

The 6 sessions focus on the role of leadership in galvanising socio-economic recovery. The topics will cover paradigm shifts in tech-led communication and fintech, climate accountability for businesses, building societal resilience, the UNSDGs and our collective future, with a spotlight on travel and tourism - sectors devastated by the pandemic and now revolutionised by the new iterations of soft power.

200

Million Viewers

540

Minutes of Content

6

Months
Prime-time
Television

18

Episodes

300

Minutes of Promos



CNBC ARABIA SNAPSHOT

AUDIENCE PROFILE



Global Leaders | Entrepreneurs
C-suite Executives | Investors
Policymakers | Youth

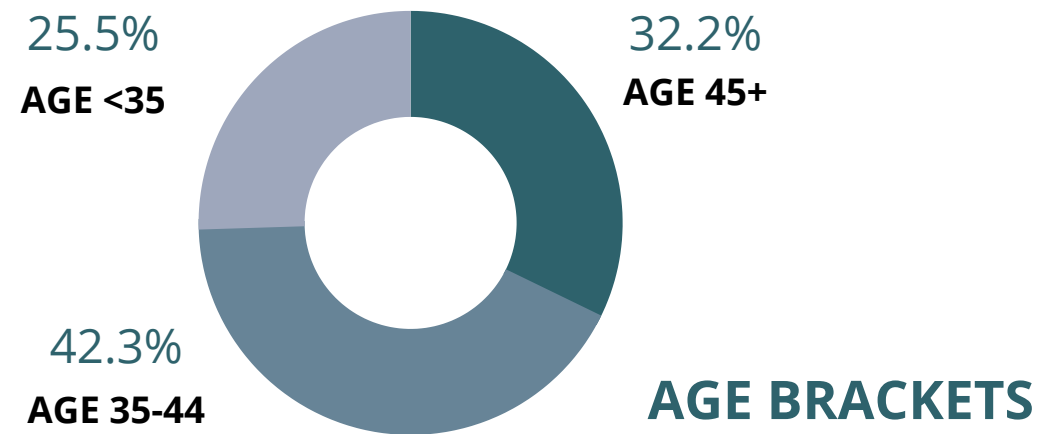


CNBC
عربية

The most watched business channel in the MENA region



Instantaneous Arabic Translation



24x7



Arabic Language Financial & Business Information Channel broadcasting from Dubai Media City


200M

Viewers across MENA



The preferred platform for decision makers from government, industry and the social sector to reach a multicultural Arab audience

AVAILABLE



On Mobile | On Board | On Line | On Air

ABLE™ TALKS ROUNDTABLES

ON



Theme 2022 - 2023

THE TECH IMPERATIVE: ACCELERATING ASIA'S SOCIO-ECONOMIC RECOVERY

1. Tech-led Communication: Beyond the era of Digital Disruption
2. The Fintech Economy: Upping the Ante
3. Climate Accountability and Global Business: The Missing Link
4. Technology and Innovation: The Path to Societal Resilience
5. The Global Education Crisis: Lessons for the Future
6. Hospitality and Tourism 2.0: The Rebound
7. Reimagining Mobility: The Road to Sustainability
8. The Future of Medicine: Fostering Inclusive Healthcare
9. Sports and Entertainment: Adapting to Evolving Consumption Patterns
10. Technology and Policy: Facilitating Cross-Generational Growth
11. Energy Transition: Powering Growing Demand Sustainably
12. Realty Check: Sustainable Innovation in Real Estate



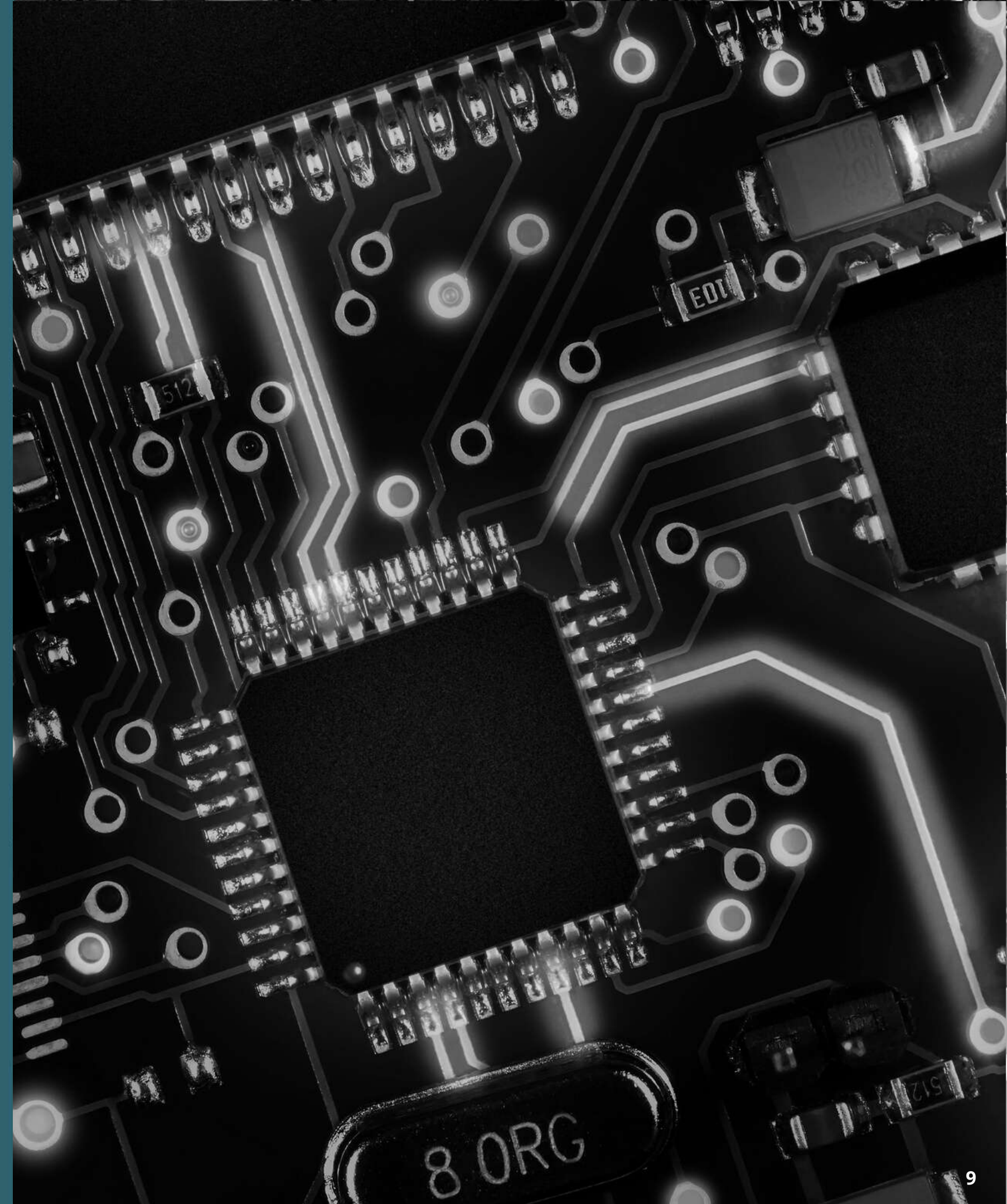
ABLE™ TALKS ROUNDTABLES

ON



TECH-LED COMMUNICATION: THE AGE OF DIGITAL DISRUPTION

Concept: Communication, and the technology that is powering it at the hands of Big Tech, are reshaping the way businesses and organisations are operating around the world. The lines between traditional and new media continue to blur as technological advancements like 5G, augmented reality, virtual reality and the metaverse give rise to new and engaging ways to deliver key communication to the masses.



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ON



THE FINTECH ECONOMY: UPPING THE ANTE

Concept: The finance industry landscape is undergoing a series of transformational changes with the rise of Fintech ecosystems that are promoting the ever-growing need for financial inclusion among the masses. From digital currencies to paperless banking and the rise of a digital economy, these new ecosystems are upping the ante for the industry's growth, allowing financial services to reach newer untapped markets.



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CLIMATE ACCOUNTABILITY AND GLOBAL BUSINESS: THE MISSING LINK

Concept: The significance of climate sensitivity has reached an all-time high, with every sector now implementing policy and change in order to make a net-zero transition more tangible than ever before. However, even with continued global effort to bring this to fruition, there still exists a missing link that eludes climate accountability for global businesses that must be identified and soon addressed.



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TECHNOLOGY AND INNOVATION: THE PATH TO SOCIETAL RESILIENCE

Concept: As economies recover from the devastation and crisis seen in recent years, societies, governments and organisations alike have realised the importance of building collective societal resilience so that preventive measures can prepare the world for the next big potential shockwave that may be around the corner. Technology and innovation have proven to be the greatest tools in this endeavour to ready us for this uncertain future.



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THE GLOBAL EDUCATION CRISIS: LESSONS FOR THE FUTURE

Concept: Even before the pandemic, studies have proven that simply attending class does not equate to actual learning. The onset of COVID-19 has only worsened the situation, forcing us to take a step back in order to critically analyse major pain points and devise effective solutions that will alleviate the global education crisis to give way for a better future focused on quality education and meaningful skill development.



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HOSPITALITY & TOURISM 2.0: THE REBOUND

Concept: The hospitality and tourism industry has been one of the worst hit since the start of the pandemic, which experts predict will soon evolve into an endemic in the near future. This means that the industry must pivot and reinvent itself with the help of digitalisation and contactless tourism to reinvigorate the sector to not just bounce back but also to build resilience in the face of other inevitable uncertainties that the future may hold.



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REIMAGINING MOBILITY: THE ROAD TO SUSTAINABILITY

Concept: The mobility sector is undergoing a major transition this decade with many businesses committing to shift away from conventional fossil fuel-driven technology to electrification. With rising prices of fuel, combined with the increasing emphasis on addressing emissions and climate action, mobility is redefining travel, logistics and consumer preferences to a point where carbon neutrality is gaining mileage on the long road to sustainability.



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THE FUTURE OF MEDICINE: FOSTERING INCLUSIVE HEALTHCARE

Concept: With recent health crises like the COVID-19 pandemic, the world has been given a new perspective on how vulnerable conventional healthcare systems are to overburden and eventual collapse. Technology, however, continues to be the cure and the prescribed preventive measure to combat ever-evolving health risks and is pivotal in making healthcare inclusive and accessible to the masses.



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SPORTS AND ENTERTAINMENT: ADAPTING TO EVOLVING CONSUMPTION PATTERNS

Concept: COVID-19 has changed the landscape of many industries and cultural spheres of everyday life in overwhelming ways over the last few years, none more evidently than sports and entertainment. From new and emerging formats of content, to shifting consumption patterns and creating a safe environment that facilitates sports, adapting to ever-changing circumstances has now become the new norm for sport and entertainment alike.



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TECHNOLOGY AND POLICY: FACILITATING CROSS-GENERATIONAL GROWTH

Concept: Leveraging technology and innovation is among the top priorities for policymakers across the globe to better facilitate cross-generational growth. The public and private sectors are working together to develop robust policy frameworks that promote the adoption of cutting edge solutions to establish a public service ecosystem built on inclusivity, efficiency and sustainable practices.



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TALKS
ROUNDTABLES

ON



ENERGY TRANSITION: POWERING GROWING DEMAND SUSTAINABLY

Concept: As ESG principles continue to become increasingly relevant to the conscious investor mindset, organisations in the energy and natural resources sectors are beginning to pivot towards energy transition in order to become more sustainable. Technology, today, is paving the path toward this much-needed energy transition, enabling large organisations to innovate and harness renewable resources that can turn the tide of climate change for the better.



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REALTY CHECK: SUSTAINABLE INNOVATION IN REAL ESTATE

Concept: Carbon accountability and environmental impact are now key factors that come into play in the real estate industry, with investors becoming more and more conscious about climate change and how their investments reflect on the larger global sustainability narrative. The industry has, therefore, begun to evolve some of the most advanced and innovative strategies to inch closer to carbon neutrality, effectively reshaping the real estate landscape as we know it.



ACROSS THE 16 YEARS OF ABLF, WE HAVE RECEIVED OVER 3,000 ENDORSEMENTS FROM PARTICIPATING LEADERS ACROSS THE WORLD. HERE ARE SOME OF THEM.



"I support IEDEA's efforts and initiatives to celebrate the achievements of Asia through a platform such as the ABLF and its mandate of strong leadership commitment to excellence, sustainability and development."

H.H. SHEIKH AHMED BIN SAEED AL MAKTOUM
Chairman and Chief Executive, Emirates Airline and Group, UAE

"IEDEA's ABLF has a prominent history in the UAE, and we do our best to support it. The leadership platform is nothing short of exemplary and I look forward to working closely with it in the years to come."

H.E. REEM EBRAHIM AL HASHIMY
Minister of State for International Cooperation, UAE and Director General, Expo 2020 Dubai Bureau



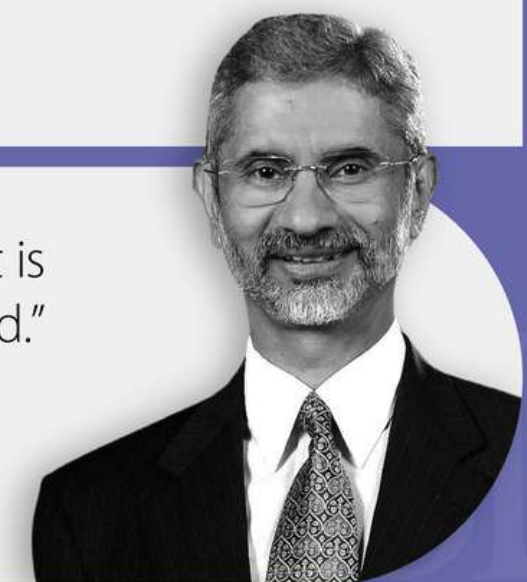
"For Indonesia, we definitely would like to see more on the trade and investment relations between the Asian countries and IEDEA provides a venue for such endeavours through the ABLF."

H.E. DR SRI MULYANI INDRAWATI
Minister of Finance, Indonesia



"The fact that India has been a guest nation at IEDEA's ABLF reflects well on our growing relationship with the UAE. It is important for all the people in the world to come together and I am glad that ABLF is contributing to that effort in the world."

H.E. S. JAISHANKAR
Minister of External Affairs, India



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CREDIBILITY STATEMENTS AND ENDORSEMENTS



DUBAI FDI

“Year after year, the ABLF grows beyond the GCC, cementing the roots of business in the region, South Asia and all the way to China.”

ETISALAT

“Congratulations to the ABLF Team for coming up with an innovative leadership TV series which is one of its kind in the MENA Region. Etisalat looks forward to the upcoming seasons as Telecom Partner.”

C.P. GROUP

“The ABLF works towards strengthening Asia, making it a region where business and social progress go hand-in-hand.”

MASDAR

“Masdar takes great pride in forming a partnership with the ABLF. We are dedicated to creating more opportunities for our youth to develop the skills necessary to fulfil their potential and support our nation’s progress.”

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ADVANTAGE

SEPTEMBER 2022 - AUGUST 2023

Our Platform. Your Advantage.

Join us today

For further information and in-person/ virtual meetings

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