



▲ Ramzi Raad's TBWA/RAAD Middle East is considered one of the region's top advertising agencies.

87 (28) ADEL ALI FOUNDER AND CEO, AIR ARABIA BAHRAIN

Adel Ali is widely credited with co-creating the Middle East and North Africa's first low-fares airline, Air Arabia, which began operations in October 2003.

He brought with him over 25 years of strategic experience in aviation, tourism and marketing, and Ali's distinctive leadership style — likened to that of fellow carrier supremo Richard Branson — has helped make Air Arabia a pioneering success.

Ali previously served as vice president of commercial and customer service for Gulf Air, where he played a central role in the airline's recovery.

He also held senior management positions with British Airways, including general manager of Middle East And Africa.

In addition, Ali served as a director and senior board member for a number of companies in Middle East and Europe.

He has been recognised within the indus-

try as a Middle East airline expert and has received a number of awards for his contribution to air transport and tourism in the Middle East and Africa.

88 (NEW) RAMZI RAAD CHAIRMAN, TBWA/RAAD MIDDLE EAST LEBANON

For nearly four decades Ramzi Raad has been a key figure in the Middle Eastern and North African advertising industry.

He graduated from the American University in Beirut but fled the civil war in Lebanon, settling in Dubai in 1975. After seven years in the UAE, he moved to Paris and then London, eventually finding his way back to Dubai in the late 1980s.

In 1999 he founded TBWA/RAAD Middle East, which has since been voted one of the region's top five advertising agencies. TBWA, a division of Omnicom Group, the world's biggest advertising company, counts McDonald's, Adidas and Apple among its

clients. Speaking to *Arabian Business* earlier this year, Raad said he was confident the firm's success would continue, despite the global gloom.

89 (NEW ENTRY) RABIA ZARGARPUR FASHION DESIGNER UAE

Rabia Zargarpur, a promising young Emirati designer, is speedily making a name for herself in the fashion world.

Her reputation as an exciting new talent was cemented last year when she was named the region's 'International Young Fashion Entrepreneur of the Year' in a competition sponsored by the British Council.

The award looks to discover upcoming fashion designers who combine creativity with business acumen.

Zargarpur specialises in fashion for the young Muslim woman and defines her style as 'universal modern chic'.

The slogan 'where modesty is always in style' appears on her website and her label. Rabia Z, featured in International London Fashion Week as a representative of the Gulf, Mediterranean region.

Zargarpur learnt her craft in the US, studying fashion and business, and it was here that she decided to launch her own label. She returned to Dubai, and drew on her experiences of wearing the traditional Muslim hijab in the US.

90 (NEW ENTRY) SORAYA NARFELDT CHAIRMAN, RA INTERNATIONAL LEBANON

Born in Beirut to a Scottish father and a West African/Lebanese mother, Narfeldt describes herself as a serial entrepreneur who loves business.

Her business, though, is primarily conducted in war-torn countries. The founder and boss of RA International, a Dubai-based company which specialises in reconstruction assistance in conflict or post-crisis areas, Narfeldt's work is riskier than most.

Interviewed by *Arabian Business* a few months ago she told of being threatened with a gun by a local commander in a small town in Afghanistan and persuading local rebel leaders in Sierra Leone not to destroy the town's only working mine.

Narfeldt established RA International in Afghanistan in 2002, when she followed her husband out to the country, following his posting by the United Nations (UN). She learnt her craft during volunteer work with