

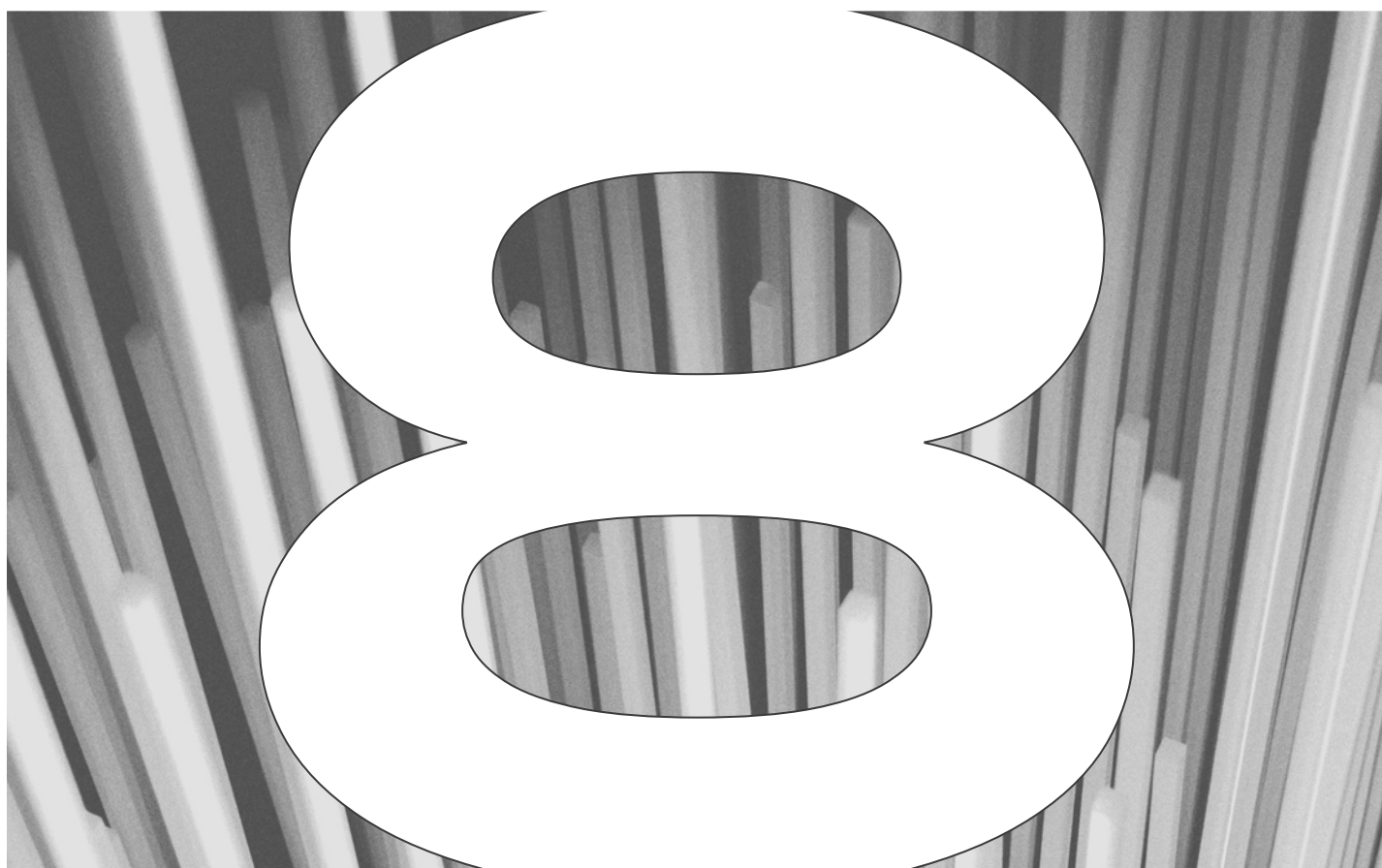
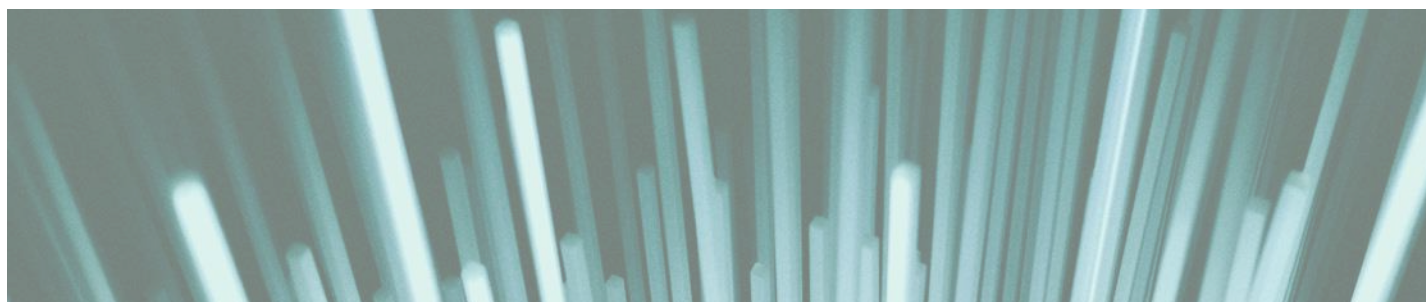
ANDRA PR

NEWSLETTER



ANDRA
PR & Corporate Communications

October 2022 / Vol. 8



A MESSAGE FROM OUR CEO

FATEMA EBRAHIM

We are pleased to finally launch our 8th edition of the Andra Public Relations Newsletter.

2022 was quite an exciting year for us.

We welcomed a new team member, Faisal, who joined the Andra PR family in July 2022 and who shares his experience with us so far in this newsletter. Our team is growing and taking on new challenges together.

This edition has exciting content featuring a Techtea interview with Tania Jarjur, General Counsel of Yellow Door Energy, who has been named Woman in Solar of the Year by the Middle East Energy Industry Association (MESIA) at the World Future Energy Summit (WFES) in Abu Dhabi, UAE.

We also recap our first Entrepreneurial Minds event which was in strategic partnership with INJAZ, and hosted by Knowledge Partner; the Bahrain Institute of Banking and Finance (BIBF). We highlight our panelists for the first edition and share exclusive announcements. Make sure to get to know more about Savur, 7amdaan.io and 5osh Fkra.

You also don't want to miss our highlight of our 11th FinEcho episode where we sat with Zeeba Askar; Head of Banking and Finance Centre at the Bahrain Institute of Banking & Finance (BIBF). The podcast sheds light on Zeeba's in-depth experience within the financial sector and her advice for other women when it comes to self care, leadership style and diversifying their roles.

Thinking of remote-working full time? Read our thought leadership on Digital Nomadism! What does it mean, the benefits and how to get started with a few simple steps.

We hope you enjoy this edition!



Fatema Ebrahim -CEO

FINÉCHO

Financial Podcast

A Bahrain-based podcast that sheds light on financial trends and concepts with experts in the MENA space

 finechobh

 FinEcho Bahrain

For our TechTea section, we highlight women across diverse sectors to shed light on their experience and journey where they share their career milestones, challenges and personal tips for aspiring female entrepreneurs and leaders venturing into a new space.

For this edition's Tech Tea, we sat with Tania Jarjur, General Council at Yellow Door Energy, to talk about her experience in the renewable energy sector.

Can you share a little bit about what it is that you do and what a typical day for you looks like?

Trying to describe a typical day is a bit tricky, as no two days are ever the same. My day normally starts out with clearing out emails that came through the night before. We have offices and shareholders based in multiple jurisdictions with various time zones and weekends, so there is always something to manage first thing in the morning. I then prioritize the most urgent issues that require my attention. My legal team supports every department in the company. This means I provide guidance on a wide range of topics, from customer questions, or vendor negotiations, to managing lenders or shareholder matters. I also work with multiple departments to find ways of restructuring workflows in legal, brainstorm ideas of updating our templates and support to be more in line with market changes and entering new markets.



Tania Jarjur, General Council at Yellow Door Energy

According to a study, there are 11 million people currently working globally in the renewable energy sector. This number will increase to 30 million jobs by 2050. What are some of the reasons to get a career in this sector in your opinion?

I believe it's important to work in a sector that serves a deeper purpose or passion in one way or another. I think people are really feeling the impact of climate change and environmental consequences, which is motivating them to work in a sector that could have a positive effect on their quality of life. It is a sector that not only provides financial security, but also encourages innovation and provides work that makes you feel like you are working for the wider community.

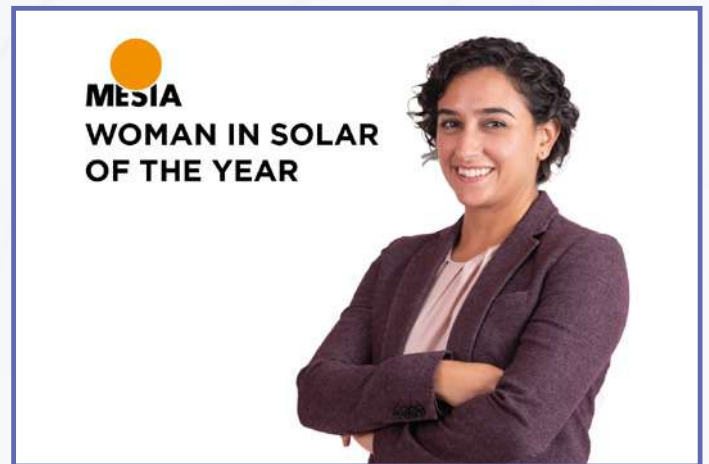
Traditionally, the solar sector is male dominated, but how are women like you shifting that perspective?

I believe women are really starting to find a voice in this sector. It's an innovation driven industry, and women have a lot of new ideas and perspectives to contribute. I love going to conferences and seeing more women in managerial roles and engineering and design roles – all quite traditionally male dominated. When a woman is interviewing for a job, and sees that the company encourages diversity and equality, and sees women in managerial positions, it is a lot more motivating for her to push forward and join this sector. It creates a domino effect of encouraging more and more women to join.

Building on this, I cherish the recognition that comes with my position. I was named Woman in Solar of the Year by the Middle East Energy Industry Association (MESIA) in 2021. Being in this sector and realizing the challenges we have in tackling climate change and diversity, this recognition reinforced and contributed to my purpose.

What do you like the most about your current role?

I love that every day is completely different. Since my department supports every other department at the company, I get to be a part of all the moving parts of Yellow Door Energy, which is incredibly exciting. This includes new markets, new products, and new strategies. Being in an ever-evolving industry in very nascent markets, the challenges keep me on my toes, which means I never have a boring day!



What challenges are you trying to overcome?

Some of the biggest challenges we face are regulatory changes. Since this industry is quite new in the markets we are working in, regulations understandably are being updated quite regularly. This means we are constantly changing how we structure projects, which can be quite challenging. It means updating processes, procurement, documents, training. This impacts pricing, timelines, and efficiency. But it also forces us to get creative and be agile.



Tania Jarjur and the Yellow Door Energy team celebrate the successful closing of a 31.2\$ million loan with leading lenders.

What advice would you pass on to other females (especially fresh graduates) that would like to pursue an advocate career in the renewable energy field?

Own your power and your ideas. Express yourself, ask questions, even if you feel like you don't know everything or anything at all. Don't be afraid to make mistakes because that is the best way to learn. Take the leap.

NEW JOINER

FAISAL MANSOUR

Andra PR welcomed Faisal as a new member of the team in July 2022.

Faisal joined Andra PR in July of this year to work on Business Development. We accomplished a lot in these last few months and it has been great having him on board.

We sat down for a quick Q&A with Faisal to get to know a bit about him and give him a chance to share his first impressions about working with Andra PR.

Tell us a little about yourself and why you chose to join Andra PR?

I'm someone who likes to do work that's engaging and meaningful. I graduated with a degree in International Business but I've also pursued design so I see myself as someone who is strategic but also very creative. When I came across Andra PR, I was really excited about the work they do and types of clients they work with and especially their involvement with startups which I've always had an interest in. I was also really impressed by their modern approach to work which is very efficient and effective.



What about the work environment excites you?

The diverse client base is the most exciting I would say; I get to meet a lot of inspiring individuals behind some of the top performing projects and businesses in the region. I also enjoy being a part of organizing and planning events and I'm always excited to see the end result.

What are your top 3 aspirations in life?

Its difficult to choose only 3 but off the top of my head:

- To always do work that I am passionate about and that I enjoy.
- To travel and see as much of the world as I can.
- To own an off-grid home surrounded by nature.

What are you looking forward to in your new career journey?

As with any experience really, I look forward to more growth and new opportunities to learn and diversify my skillset. I also look forward to helping and being a part of Andra PR's growth as a firm.

For our 11th Episode on FinEcho, we sat with Zeeba Askar; Head of Banking and Finance Centre at the Bahrain Institute of Banking & Finance (BIBF). Zeeba is a renowned Banking professional with demonstrated experience of more than 2 decades. Her track-record spans strategic asset management, private equity, corporate finance and sustainable development investments. Zeeba has held several senior level positions in the banking and real estate industry in her career.

Our conversation started with Zeeba highlighting how she entered the financial industry highlighting that the journey always changes and that each place provides a new opportunity and experience.

“When the time came to choose what I’m going to study, I was thinking about which industry I wanted to be associated with. I started my career in the financial industry where I joined several financial institutions and organizations. Each role gave a unique perspective and experience, which has diversified my financial journey. I started from my involvement in the financial control department but over the years, my interest grew for roles that were more customer centric and more on the investment front. In 2020, I also made a big career move joining the BIBF where there was a blend of academics and finance. That gave me access to represent the industry without being limited to one institution.”



Zeeba Askar
HEAD OF BANKING AND FINANCE CENTRE

“Women in entry-level roles in financial services seldom envision themselves in a top executive position; only 26% aim for this goal, as compared with 40% of their male peers and 31% of entry-level women across all industries.”

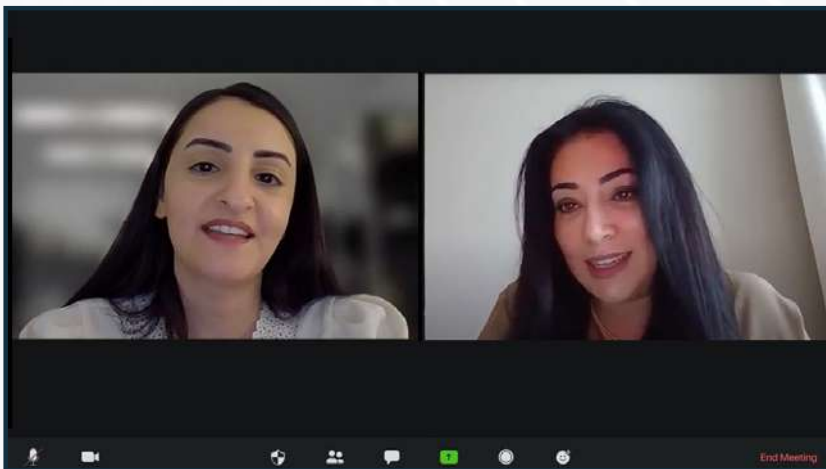
“Some organizations have certain career paths put in place but it’s about asking yourself that question ‘Are you diversifying in terms of skills, knowledge and experience? I believe, in order to reach a senior position, while it’s important to have specializations and competencies in a specific field, it’s imperative to have diverse knowledge across varied disciplines” said Zeeba.

*According to the Bahrain Association of Banks, the financial sector is the largest single employer in Bahrain, with Bahrainis representing over 65% of the workforce. Current statistics indicate that **40% of the financial sector workforce are women.***

Bahraini women have managed to accomplish long-standing achievements in the financial and banking sector. They have actively contributed to the consecration of Bahrain's role as a leading regional and global financial center thanks to their numerous achievements and success stories.

Zeeba shared that leadership should be inspirational. She mentions "I look at each member of my team as individuals before I look at them as employees or people that are coming to work. Everyone has their own dreams, aspirations and goals. We have to all grow together in order to achieve impact."

She also shared that she usually shifts the roles and expectations once someone is too comfortable or on 'auto-pilot' with their role or work. She believes this creates a challenge, a sense of motivation to always learn something new and added to their pool of skills over time.



Fatema and Zeeba during the Finecho Podcast

LISTEN TO THIS EPISODE HERE



Tips from Zeeba in this session to women in the financial sector:

Self care - it's important to tend to your own needs because that's what leads to burn out. Always take care of yourself and manage your time in a way that it also serves your health and mental space

Be open and communicate - if you need to ask questions, address an issue or narrative, then be open about it. Sometimes we tend to make assumptions and avoid direct confrontation in a smart way but that is something we all need to especially in this sector

Ask for help - you need help at some points in time. Strong women shy away from help and that limits them. Joining forces with others or simply asking for advice or mentorship has be part for your journey

Navigate complexity



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OUR FIRST

ENTREPRENEURIAL MINDS EVENT

Andra PR in Strategic Partnership with INJAZ Bahrain and with Knowledge Partner, Bahrain Institute of Banking and Finance (BIBF)

Andra PR's very first spin-off session of their renowned FinTech Series paved the way for the successful Entrepreneurial Minds event, where we hosted some of the country's leading platforms founders, including Savur; a lifestyle savings application, 5osh Fkra; a content factory that specializes in providing innovative marketing solutions and impactful content, and 7amdaan.io; a robotic platform providing interactive ADs.



**ENTRE
PRENEURIAL
MINDS**

The entrepreneurship focused panel welcomed young aspiring entrepreneurs, students, and working professionals, where they gained insight into what it takes to truly immerse yourself in the world of entrepreneurship, the value of a well selected team, and overcoming obstacles.

How did these platforms stand out from others?

We wanted to dig deeper and discover what inspired these entrepreneurs to create these platforms and how they stay ahead of the game, especially when they already have competitors vying for market supremacy. Here are some of the things identified:

- Staying motivated and persistent to get what you want, even if it means having to chase people
- Engaging with your audience and creating a personalized approach
- Creating a brand with the right marketing
- Consistency is key; it will truly impact your performance

Building your presence

It is essential for brands to adapt and build their presence. This can be achieved in a variety of ways, but for 5osh Fkra, a significant part of it is engaging with their audience in order to stay updated and take their ideation process to a whole different level. Creators can truly pinpoint what they've done right and what they could have done better by being proactive with a platform's interaction, reading people's comments, and analyzing the engagement. This is a great first step in building your brand and getting to know your audience.

Forging partnerships

In business, two heads are often better than one. This is especially the case for Savur, which thrives on the deals it creates with its partners. To get started, Savur stresses that it's key to be meticulous and persistent. You need to see what works for you as an individual or organization. When trying to establish yourself and reach out to people, it's critical to choose a certain method, and if it doesn't work, don't give up; instead, try approaching the situation from a different angle.

Despite seeing all the partners available on the app, it's important to remember the struggle and dedication involved in bringing clients on board. It needs perseverance and consistent effort.

Getting to know your product

It might sound obvious, but before putting your product out there, it's critical to understand everything you can about it and its position in the market. This is exactly what 7amdaan.io's founder did. Despite the fact that some materials were readily available, he decided to build his robot from scratch with the help of experts in the field. In this way, the founder understands the ins and outs of his product and has total confidence in it before distributing it for local ADs.

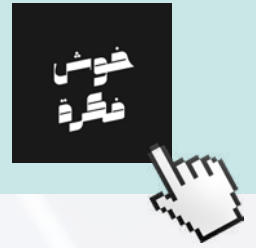
On an ending note, we asked our speakers what's one word of advice they would give to aspiring entrepreneurs. Here's what they said:

1. **Pick a good team;** *you can always modify your product, but if you don't have the suitable people to work with, it simply won't work.* Salman, Savur
2. **Start today;** *the stars will never align; don't wait for the perfect time, start now.* Bader, 5osh Fkra
3. **Overcome perfectionism in content creation;** *there is no such thing as perfect content, and there will never be, so take the pressure off yourself.* Wasan, 5osh Fkra
4. **Never fall too in love with your idea;** *when you love an intangible idea that is just in your head, you lose perspective.* Mohammed, 7amdaan.io



ENTREPRENEURIAL MINDS

GUEST FEATURE: 5osh Fkra



5osh Fkra has been creating a name for itself since its inception in 2020. The company's biggest accomplishment in the last year has been achieving a monthly reach of 4 million+ across all their social media channels. On top of that, 5osh Fkra has successfully formed relationships with over 50 well known brands in order to promote them on their platforms or develop content for them.

5osh Fkra began their journey by releasing a podcast in response to a market gap, in which there was no business material relevant to those living in the GCC. Following that, 5osh Fkra established an Instagram presence and used it to promote the podcast. Their Instagram and podcast both thrived at the same time as they started posting more creative posts about business, finance, and investing. They then identified TikTok's popularity as a massive opportunity to broaden their reach and decided to build a platform there.



Bader AlMadaifa
CO-FOUNDER

5osh Fkra now have their podcast, Instagram, and TikTok platforms, with a combined monthly reach of over 4 million individuals across the GCC. 5osh Fkra has evolved into Khosh Fkra Media, a company that creates platforms (including 5osh Fkra) and launches marketing campaigns for other brands.



Wasan Yousif
CO-FOUNDER

As we look forward to the new season of their podcast, the team tells us that this will be the biggest one yet, as they host accomplished founders, CEOs, and specialists from many fields, including real estate, padel, F&B, tech, and many more. And that's not all; the team will be shooting in the Gulf Hotel Bahrain this season!



Screenshot from 5osh Fkra's interview with Dana Zubari

ENTREPRENEURIAL MINDS

GUEST FEATURE: SAVUR



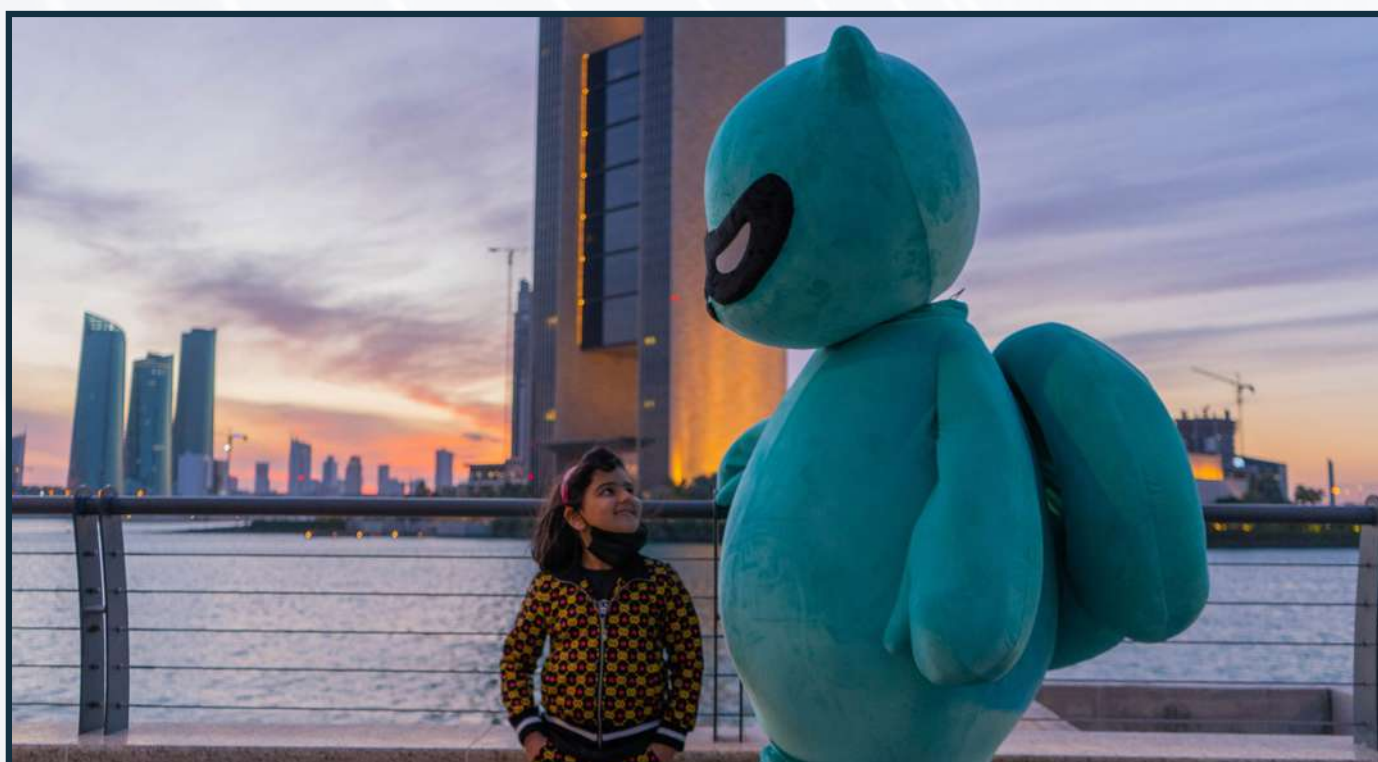
When it comes to the best deals, Savur is the Kingdom's newest savior, encompassing everything from food and drinks to fitness and beauty. But it does not end there. Savur will soon launch a new category focusing on hotels, allowing consumers to enjoy deals and discounts on hotel rooms, reservations, and hotel facilities.

Savur's close-knit team consists of 3 co-founders and 5 employees, who are working across the tech, product, and sales and marketing divisions, while the co-founders wear multiple hats within the team and process. The lifestyle application is looking to grow the team as they plan on expanding into the region and other countries, adding a few more supporting roles within the current operations. Savur recognizes that as a startup, it is essential to stay lean and hire when necessary, with many team members fulfilling several responsibilities.



Salman AlArayedh
CO-FOUNDER & CEO

For those interested in forging a partnership with Savur, the process is quite simple; you can contact the team via their social channels, or through the "Become a Partner" form on the Savur.co website. The team will be in touch to negotiate suggested offers and discounts, after which they will provide you with a signed contract, and you can go live 24 hours later.



ENTREPRENEURIAL MINDS

GUEST FEATURE: 7AMDAAN.IO



7amdaan's self moving autonomous robot has redefined marketing and is shaping its future. They do this by striving to be a pioneer in the DOOH Advertising (Digital Out of Home) sector and disrupting the decades-old system of the same style of advertising, which has lost its allure owing to a lack of true innovation. The robot on wheels wants to build a solution that piques the curiosity of the public, and by introducing interactive Ads, the company is also allowing consumers to engage with what they see, which has been lacking in this industry for quite a while.

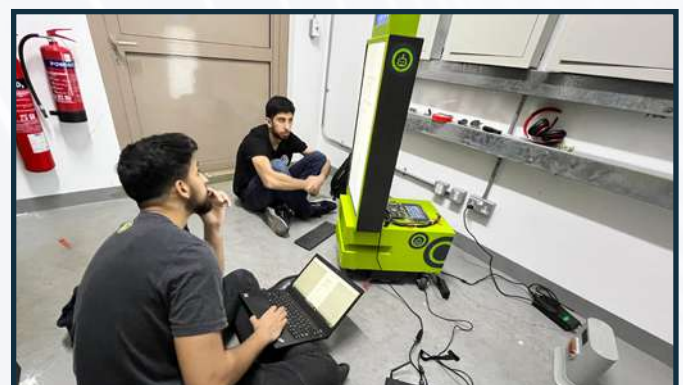


Mohammed Ahmed
CO-FOUNDER

When it comes to sustainability, 7amdaan has big ambitions for the future, including collaborations with a lot of innovative, out-of-the-box firms who want to benefit the environment. 7amdaan is a mobile advertising robot developed with the goal of promoting paperless advertising and encouraging people to lead more sustainable lives, as well as helping them in discovering new items and learning about the innovative ways of life the future holds for us. 7amdaan.io is making its imprint in the field, leading by the quote, "What if advertisers and publishers could encourage consumers to reduce their carbon footprint rather than increase consumption?"



Over the past 2 years, 7amdaan has been taking 'baby steps' toward achieving what was initially just one aim, to create an autonomous AdTech robot, but now that they've observed the consumers' interest and demand for something new and fresh, the target has extended significantly. As evidenced in the company name - M9x, where the name symbolizes that there are 9 M's and each M effectively stands for every robotic invention that the team wants to implement or, more accurately, another process of humans reconnecting with automation.



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The 12th NextGen Payments & RegTech Forum is a unique and inspiring networking platform that gathers global leading specialists who will share their knowledge through exciting discussions on the continuing evolving payments technology landscape, data privacy and cybersecurity, Metaverse, RegTech and compliance innovation, and the regulation horizon for 2023 and much more.

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HIGHLIGHT

YELLOW DOOR ENERGY

Yellow Door Energy was founded in 2015 in the UAE and Jordan, with the aim of providing sustainable energy solutions for commercial and industrial businesses. Today, the company has over 200 megawatts of solar projects in the Middle East and South Asia. Over the years, Yellow Door Energy has worked with a broad range of clientele including premium brands like Nestlé, Unilever, Carrefour/Majid Al Futtaim, and Landmark Group.



The company's substantial efforts in the region are widely praised and continue to earn them prestigious accolades. In 2021, the Middle East Solar Industry Association (MESIA) awarded Yellow Door Energy 'Industrial Solar Project of the Year', for their work with Classic Fashion; the largest apparel manufacturer in the Middle East. CEO Jeremy Crane was also awarded 'Solar Entrepreneur of the Year' at MESIA's 2021 Solar Award.

In Bahrain, Yellow Door Energy has been spearheading the solar energy movement, namely with their installation of the 6.2 megawatt-peak (MWp) rooftop solar plant at Carrefour/Bahrain Mall as part of a deal with UAE's Majid Al Futtaim. Spanning over 40,000 square meters, it is the Kingdom's largest private solar plant and meets 50% of the shopping mall's energy consumption needs.



Business Development Associate Yasser Haji at The Bahrain Mall 6.2 MWp rooftop solar plant

Yellow Door Energy is also set to install a 4.7 MWp solar plant for a white-fused alumina plant operated by French multinational Imerys in partnership with Al Zayani Industries, both of which are committed to reducing their carbon footprint in line with global efforts as well as Bahrain's Net Zero by 2060 Initiative.



4.7 MWp solar plant at the Imerys-Zayani white-fused alumina plant

Their latest project was the signing of a power purchase agreement with multinational snack food giant Mondelez for their state-of-the-art biscuit factory in Al-Hidd, Bahrain. The upcoming solar plant will have a capacity of 2.3 MWp of solar power and reduce carbon emissions by an impressive 2,400 metric tons in the first year of operation.



Members of Yellow Door Energy and Mondelez foods during the PPA signing

Yellow Door Energy is anticipated to continue expanding its base of projects in the country, taking confidence not only from year-round sunshine and a strong, flexible and forward-thinking government system, but also from the comprehensive economic vision 2030 and the Kingdom's commitment to transition to net zero carbon emissions by year 2060.



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FOOD FOR THOUGHT: DIGITAL NOMADISM

Let's start! What is Digital Nomadism?

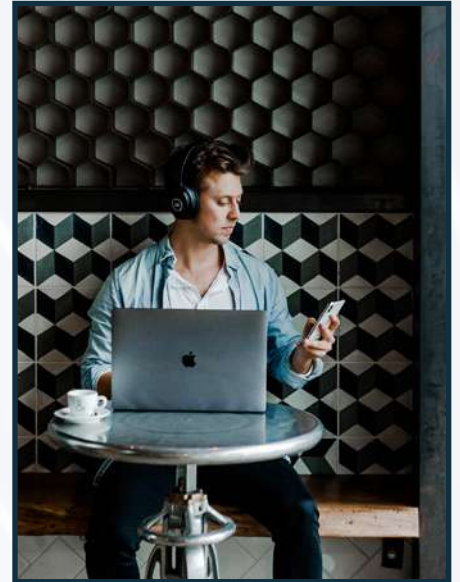
Forbes' definition of digital nomads is clear and concise; people who choose to embrace a location-independent, technology-enabled lifestyle that allows them to travel and work remotely.

As a digital nomad, you have the ultimate flexibility. You get to create your own work schedule, execute diverse projects and experience regional and global hubs and countries at the same time. Common digital nomad jobs include blogging, graphic design, software development, digital specialist, virtual assistants and more. This list has definitely expanded over time especially after the Covid-19 pandemic.

We have already entered the realm of remote working

According to a recent report, 80% of individuals are now looking for employers that would allow them to work from anywhere. Although remote work may be a recent development in the Middle East, much of the region has the technological and infrastructure resources necessary to support digital nomads and remote employees.

A decade ago, remote employment had a totally different meaning. It was not considered a full-time career. However, the tables have turned with technology in the picture. We can get the job done, whenever and wherever we are.



“ This shift toward remote work, together with the mobility offered by inexpensive international air travel, provides a growing segment of professional workers with unprecedented discretion in choosing their work environments. ”

- Woldoff and Litchfield, 2020

FUN FACT

The phrase was likely coined when Tsugio Makimoto and David Manners wrote a book in 1997 called 'Digital Nomad'.

The era of location-independent professionals is definitely here...

So, how can you become a digital nomad?

- 1** Check out **demanded jobs and sectors** for digital nomads. Some include: IT, marketing, project management, content development, quality Analyst (QA) and more.
- 2** **Build a portfolio & start searching job boards:** work thoroughly on your personal profile and outline which skills you can utilize for those listed.
- 3** **Join a digital nomad community:** it's always important to connect with like-minded professionals in the space. This will lead to new business opportunities, partnerships, and friendships.
- 4** **Arm yourself for discipline and tracking:** It can be difficult to have no distractions while you're in a new place, country or workspace. Make sure you set a plan for you next destination.
- 5** **Find your nomad digital hub:** most of the ones preferred are usually in East Asia where living expenses aren't as high. Check out a few places ahead of time to simplify the start of your journey.



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