

# SUCCESS STORIES & BUSINESS ACHIEVEMENTS IN ABU DHABI



Zoom Webinar

## AGENDA



Thursday, 24th  
of March 2022

*Welcoming & Introduction by COAD*

11:30 – 11:35

**Speaker:** Ms. Hala Khalid Al Ameri,  
Executive Director - Abu Dhabi  
Competitiveness Office (COAD)

*Short updates on recent developments in Abu Dhabi's  
business environment*



11:35 – 11:50

**Speaker:** Mr. Abdullateef Al Ali,  
Director - Ease of Doing Business Department  
(COAD)

*Launch of 'The Investor Journey' platform: How  
to use the 'Investor Journey' platform to start  
your business.*



11:50 – 12:05

**Speakers:** Mr. Qussay Abdel Wahab,  
SMEs Expert - Abu Dhabi Department Of  
Economic Development (ADDED)



**& Mr. Lorenzo Jooris,**

Chief Executive Officer – Creative Zone

*Launch of 'Setup In Abu Dhabi' platform: Discover the  
newly launched business support platform that  
provides everything an investor, business owner, or  
SME requires for setting up, launching, and growing  
their businesses in Abu Dhabi.*



12:05– 12:20

*Q&A Session by COAD*

12:20– 12:25

*Closing & Satisfaction survey poll by COAD*

