



SHEIKH MOHAMMED BIN RASHID'S DUBAI BUSINESS ASSOCIATES PROGRAMME

A WORLD-LEADING 9-MONTH LANDING
PROGRAMME
FOR FRESH GRADUATE TALENT

YEAR 9 RECRUITMENT



PROGRAMME OVERVIEW

Launched in 2014 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the DBA Programme combines business hard skills, soft skills, consulting skills, and practical work experience over a period of 9 months.

The DBA Programme includes:

- **Academic modules** which provide the skills and toolsets necessary for succeeding in the business world.
- **Placements** that help associates gain insight into Dubai as a place of business through immersion in meaningful work.
- **Strategy consulting** training and projects that enable the associates to deep dive into client's key challenges and apply what they have learnt by providing a consultancy report that achieves implementable solutions.

Designed as a graduate training programme, the truly international cohort, including Emiratis, of the brightest young minds will provide all with a lifelong global network.



LEARNING OUTCOMES

1

HARD SKILLS

Deep understanding with the ability to present and debate key financial, accounting, marketing, and strategy metrics. Consulting fundamentals and tools with a focus on strategy consulting. Business planning, from ideation to the preparation of a full business plan.

2

SOFT SKILLS

The programme is designed in a way that hard and soft skills are always developed together. Alumni demonstrate strong leadership, presentation, negotiation, communication, teamwork, agility, and problem solving skills.

3

CULTURAL UNDERSTANDING

Having lived, studied, and worked together for 9 months, the associates take on the role of professional cultural ambassadors, able to speak from experience about Dubai and the UAE - as well as the many other nationalities and cultures represented by their peers.

Through 9 months
of intensive
training...

Dubai Associates acquire
career-enhancing
skills, with graduation
marking the
transition from **global
talents to global
leaders.**



LEARNING PARTNERS



PwC's Academy

PwC's Academy is the learning and education business of PwC. PwC's Academy delivers business hard skills training as part of the DBA programme.



CAPADEV

CAPADEV is a capability development focused on real work to achieve real capability building. CAPADEV delivers consulting skills training and coaching as part of the DBA programme.

BON EDUCATION
Programs for Learning

Bon Education

Bon Education coordinates soft skills development training, career readiness skills training, themed business visits and speakers, cultural excursions, and career and life coaching as part of the DBA programme.

PLACEMENT PARTNERS

SPORT, ENTERTAINMENT & TOURISM



CULTURE, KNOWLEDGE & HEALTH



LEGAL & FINANCIAL SERVICES



FREE ZONES



GOVERNMENT & INNOVATION



REAL ESTATE



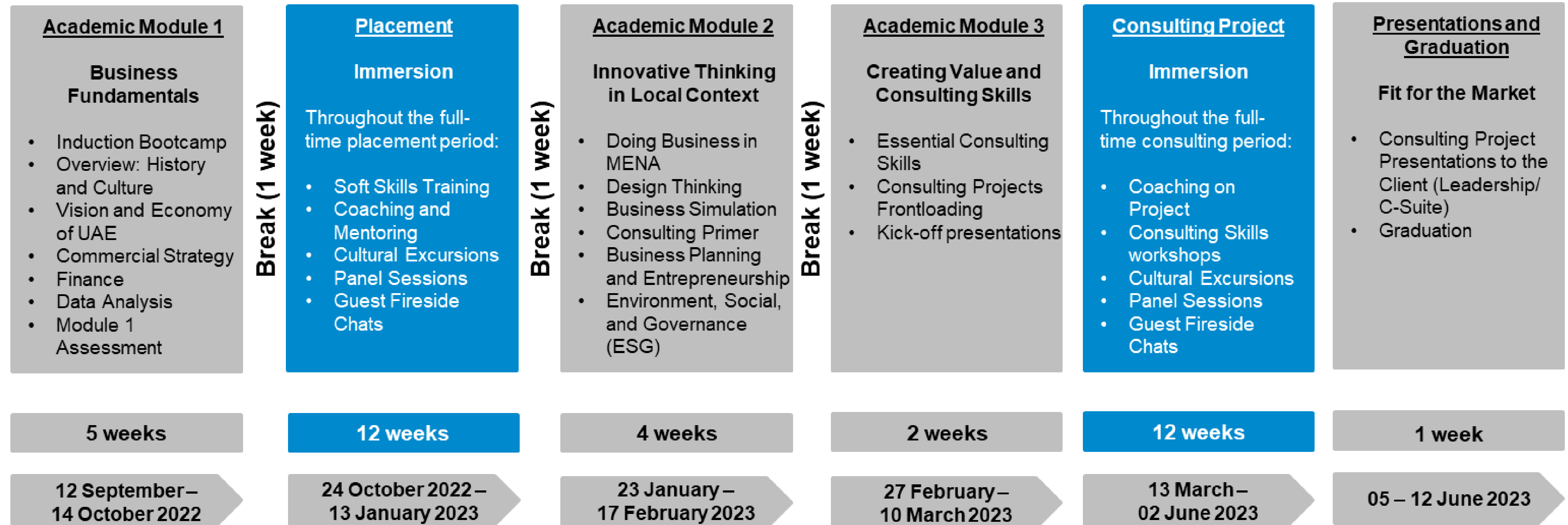
AVIATION, LOGISTICS & TRADE



HUMANITARIAN & DEVELOPMENT



PROGRAMME TIMELINE



Creating global leaders from young global talents. Deep commercial and cultural immersion. Coaching, mentoring, presentation skills, master classes with business leaders and CEOs, corporate presentations, skills development workshops, and business visits.

Elite Personal and Professional Development Programme

KEY CONSULTING PROJECTS

THE DBA PROGRAMME HAS SUCCESSFULLY DELIVERED **69 CONSULTING PROJECTS**
TO LEADING COMPANIES IN DUBAI SINCE 2014.

Below, the 7 Outstanding Projects from the past 7 years are highlighted.



PROJECT

Opportunities for Dubai Calendar



PROJECT

Intelligence community -hotels for youth



PROJECT

Boosting Government Service Efficiency with Blockchain Technology



PROJECT

dnata's Data Monetisation Strategy



PROJECT

Youth engagement and study abroad programmes



PROJECT

Future Jobs Index



PROJECT

Customer Acquisition Strategy (CAS)

ASSOCIATE BENEFITS



01

Business
and consulting
training



02

Work
placements



03

Networking
opportunities

PROGRAMME FEATURES



02

Opportunity
to live
in Dubai



01

Be among
international
top talents



03

Fully funded
experience

PROGRAMME BENEFITS

ELIGIBILITY CRITERIA



Recent university graduates with 0-3 years of work experience



Proficiency in both written & verbal English



Curious, inquiring mind & keen interest in doing business in Dubai

APPLICATION ARE OPEN NOW

EARLY ADMISSIONS

APPLICATIONS OPEN

20 DEC 2022 – 19 FEB 2023
11:59 PM GST

DECISION ANNOUNCEMENT

3 APR 2023

REGULAR ADMISSIONS

APPLICATIONS OPEN

20 Feb 2023 – 23 Apr 2023
11:59 PM GST

DECISION ANNOUNCEMENT

26 May 2023

CONTACT US



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Sector	#	Partner	Associate(s)	Department / Role
Legal	1	 DIFC COURTS	Tianjiao Yang	New project development
Financial Services	2	 Dubai International Financial Centre	1. Felix Kamml 2. Joonho Kong 3. Mohammed Ghubash	➤ DIFC Virtual Hub ➤ Strategy
Education	3	 صندوق المعرفة Knowledge Fund	1. Gubaala Boku Tache 2. Timilehin Ogunnusi	➤ Education Initiatives ➤ Strategy
Government	4	 المدينة العالمية للخدمات الإنسانية INTERNATIONAL HUMANITARIAN CITY	Bekzod Akhmuratov	➤ Logistics, Supply Chain, Operations ➤ Partnerships
	5	 المجلس الأعلى للطاقة Supreme Council of Energy	Yitong Lin	➤ Energy Management ➤ Circular Economy
Economy, Tourism, Events	6	 دبي للاقتصاد والسياحة Economy and Tourism	1. Anna Weber 2. Kseniia Trubacheva 3. Harijeyan Ananthamoorthy 4. Milind Taneja	➤ HR ➤ Strategic Initiatives ➤ Data Analytics ➤ Future Economy
	7	 FALCON	1. Rachel Thompson 2. Ngoc Nguyen (6 weeks)	➤ Emirates Airline Dubai 7s- Rugby ➤ Dubai Desert Classic – Golf ➤ DBA and Marcomms
	8	 EMIRATES AIRLINE FESTIVAL OF LITERATURE	1. Esther Oti 2. Jiaqi Shang 3. Ngoc Nguyen (6 weeks)	➤ Programming and Communications ➤ Education ➤ Marketing and Communications
Innovation	9	 Dtec مركز دبي للتكنولوجيا لريادة الأعمال Dubai technology entrepreneurship centre	1. Ayoub Zouhair 2. Emil Teja	➤ Dtec Ventures ➤ SANDBOX start-up incubator
	10	 دبي الرقمية DIGITAL DUBAI	1. Igor Leandro Nascimento 2. Michael Wondwossen Gebreegziabher 3. Miras Sovetov	➤ Digital Wellbeing ➤ Digital Skills ➤ Digital City Strategy
	11	 مؤسسة دبي للمستقبل DUBAI FUTURE FOUNDATION	Yuchen Li	Dubai Future Labs – AI and Robotics
Aviation	12	 Emirates	1. Meera Almidfa 2. Meera Alsaffar 3. Mikyle Hassanali	Operations Research and Effectiveness – Internal Consulting
	13	 onata	1. Dariga Zhanaburshinova 2. Joudi Alzaeem 3. Susana Machado	➤ Robotics applications ➤ Economic impacts and sustainability ➤ Strategic Initiatives ➤ New product development
Trade	14	 DMCC	Mohcine Khatori	Product Development
	15	 Dubai Global Connect	Danni Jiang	Strategic Business Development

13 SUPPORTING PARTNERS



#	DBA Partner	Project Title	Key Problem to be Solved
1	 دبي الرقمية DIGITAL DUBAI	Raising Dubai's Strategic Performance in Digital Competitiveness	How can Dubai improve its global digital competitiveness across both public and private sectors?
2	 دبي الرقمية DIGITAL DUBAI	Develop DDA's Digital Competitiveness Simulation Tool	How can an automated tool be developed (on Excel) that will simulate and forecast Dubai's international ranking across global indices based on improvements in the performance of designated Dubai-based indicators (e.g. indicators in the local digital economy).
3	 Dubai International Financial Centre	Customer Acquisition Strategy (CAS)	How can DIFC target and acquire the best companies to set up in DIFC that maximize the contribution to Strategy 2030 targets (GDP contribution, employment, office space, AUM (assets under management), Balance Sheet, VC funding) in the most efficient way?
4		The optimization of the manpower utilization rate for check-in agents at Dubai International Airport (Terminal 1)	How to raise the efficiency and utilisation rate in each manpower group by rationalising current grouping principles and defining roster criteria for each group taking into account current challenges on staff shortages, recency issues and employee welfare?
5	 DP WORLD	Multistakeholder Environmental, Social, and Governance (ESG) Guidelines: Port of Ndayane (Senegal)	What ESG targets should DP World strive to achieve for each of its five critical stakeholders after the construction of the Port of Ndayane to ensure that no stakeholder is left behind?
6	 FALCON المدينة العالمية للخدمات الإنسانية INTERNATIONAL HUMANITARIAN CITY	Developing an Innovative Revenue Generating Mechanism for the International Humanitarian City in Dubai	How can IHC ensure that its funding approach is optimized to generate required revenues and secure funding in a sustainable manner?
7	 FALCON	Falcon and Associates' Sporting Assets Strategy	How to develop Falcon's 5-year strategic plan for sporting asset management with a focus on high ROI sporting events to ensure growth and sustainability?

30 associates from 11 nationalities including 8 Emirati associates joining from:

