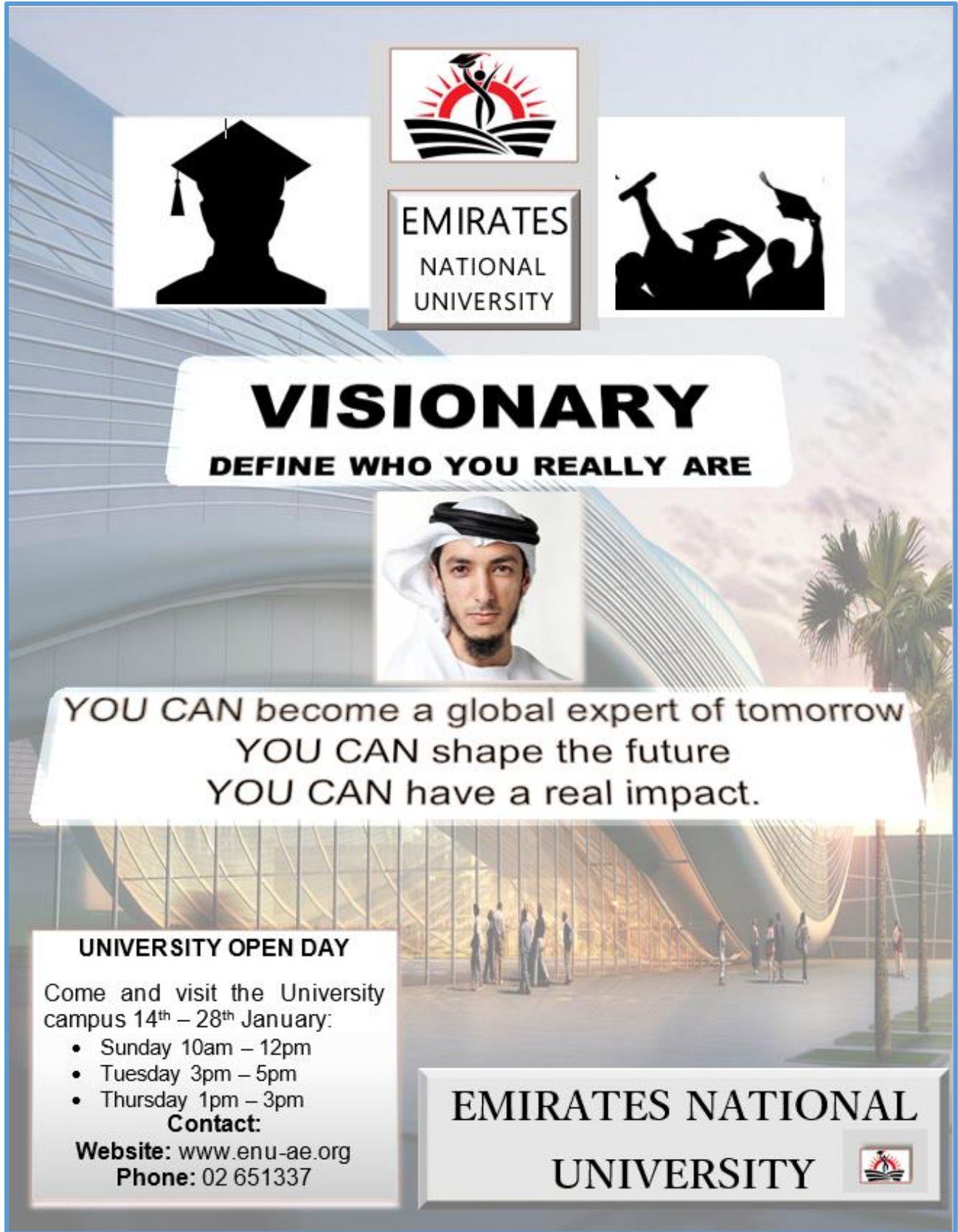




Text 1: Emirates National University




The poster features a background image of a modern university building with a curved facade and palm trees. At the top, there are three icons: a graduation cap silhouette, the university logo, and silhouettes of graduates celebrating. The central text is 'VISIONARY' in large bold letters, followed by 'DEFINE WHO YOU REALLY ARE'. Below this is a portrait of a man in a white thobe and ghutra. The main message reads: 'YOU CAN become a global expert of tomorrow', 'YOU CAN shape the future', and 'YOU CAN have a real impact.' At the bottom left, there is a box for 'UNIVERSITY OPEN DAY' with dates and times. At the bottom right, there is a box with the university name and logo.






EMIRATES
NATIONAL
UNIVERSITY



VISIONARY
DEFINE WHO YOU REALLY ARE




YOU CAN become a global expert of tomorrow
YOU CAN shape the future
YOU CAN have a real impact.

UNIVERSITY OPEN DAY
Come and visit the University
campus 14th – 28th January:

- Sunday 10am – 12pm
- Tuesday 3pm – 5pm
- Thursday 1pm – 3pm

Contact:
Website: www.enu-ae.org
Phone: 02 651337

EMIRATES NATIONAL
UNIVERSITY



Aysha Al Mazrouei

A Female Emirati Entrepreneur with a Taste for Success

Aysha Al Mazrouei is an Emirati woman of many talents. She is one of the leading business women behind Fast Falafel Street Food. Al Mazrouei holds a degree in management information systems and a masters in global leadership from the United Arab Emirates University. In her new book 'A Taste for Success' she talks about her early life and her experiences as a female Emirati entrepreneur.



I grew up in Abu Dhabi along with my six sisters and three brothers. I think I have always wanted to go into business. During vacations, I remember setting up a little shop - a cake shop at home. My younger sister and I would make cupcakes and then trade them with my elder brothers and sisters; it was my first taste of business success and I liked it. Twenty-five years later, I had started my first company!

From those early childhood ventures into the world of the entrepreneur, I gained the self-belief that I could be a successful business woman. Now I think about it, I have always liked to set myself challenges. I'm always seeking different ideas and innovations to explore in the world of business.

I began my working career in Human Resources (HR) but after six years I began to lose interest and decided that HR was not for me. My father, Rashed, is a successful businessman and advised me to join the family business. In the beginning, the relationship between my father and I was like running a marathon. I felt that business changed our relationship, as we mostly talked about work and less about family. When my father felt the time was right, and I had the skills to set up my own business, he encouraged me; he taught me to move forwards, to look outwards and upwards.

The original idea for my business, Fast Falafel Street Food (FF), came about during a conversation with a close friend I had known since school. We created the FF concept from scratch - our shared dream was to create healthy, vegetarian, homegrown produce. Since the early days, we have created a nurturing but savvy and switched on business. Today, we have over 1200 franchises in 17 different countries. I feel that I am a part of something big, building the fast food generation of the future. I would like to build FF into a globally recognizable brand. We will continue to push boundaries; my thinking is becoming very international. We've had our ups and downs, like any business; with every success there are failures. I have learnt a lot. My motto is nothing is easy; look forwards, never give up and if you need help, ask for it.