

TOP ENTREPRENEURS' PERSPECTIVE

BUSINESS OPTIMISM 2021

There is light at the end of the tunnel



The healthcare service providers in the UAE are leaving no stone unturned to ensure the nation is back on track for business

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Don't be Concerned – a short, simple message transmitted at the Burj Khalifa New Year's lighting extravaganza speaks volumes about the commitment of the visionary leadership of the UAE towards reaching out in creating socio-economic, mental, environmental stability, amongst many other security measures that will eventually herald the gradual return to normal from the pandemic depression.

Having wisely and astutely used its resources to insulate critical sectors to keep the wheels of the economic revival running, most sectors are slowly but certainly chugging along towards the new normality. The embracing of innovative technological advances as well as the regulatory "no nonsense" approach that carefully balances science and the need for a speedy economic revival shows that the light at the end of the long dark tunnel is finally beginning to shine.

VACCINATION DRIVE AT ITS BEST IN THE UAE

Being in the healthcare service, as a multi-disciplinary polyclinic, we have witnessed that the onset of the pandemic has had a profound direct impact with a sense of vulnerability and fear of the unknown as we are directly exposed on

a daily basis being in the frontline. We have a responsibility to continue medical service provision; within the regulatory norms in place and ensuring we did so in an environment of safety for our patients and staff. Even before the pandemic had struck our region, a taskforce was created with members from different sectors within the organisation and formulated policies within the regulatory framework analysing potential scenarios and managing risk so to make the polyclinic sustain this unprecedented situation and make ourselves more efficient and able to continue being operationally viable.

Needless to say the reality of the global impact of the pandemic after about a year is now being actually felt in different measures across the board leaving no country untouched. With all jumping on the bandwagon of vaccination to return to normal, the UAE has taken the vaccination programme for its nationals and residents to an unprecedented level ensuring that an orderly sector and prior-

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ity-based approach has been developed. Being amongst the top three nations in the Covid-19 vaccination programme, this speaks volumes about the vision in play that will eventually ensure national wide prosperity as well as security and be eventually a role model for others to follow in their quest to return to the Pre-Covid era.

The government-directed and overseen PCR screening continues at a steady pace to ensure that the infection rates are well-documented and remedial measures put into place to limit the spread. Regulatory requirements based on results of Covid PCR testing and the vaccination based gradual openings of the various sectors are now forming the backbone of the resurrection



Dr. Marlon O. Pereira

of the economy. On the non-medical front various support initiatives taken by the authorities be it related to rental discounts, licensure fee incentives etc. have further ensured that there is a continuous support to business entities to overcome financial and employment related stresses.

PRIORITISING SAFETY

With staff and patient safety paramount in mind, healthcare providers continue to ensure a steady supply of personal protective devices, regular sanitisation, staff multitasking as well as operational re-organisation to meet the new challenges. Responsibility is shared with

the common objective of ensuring that we would keep the operations open and functional. The onset of the pandemic did not mean that the other medical conditions had suddenly ceased to exist. We must still ensure to be available to meet our patients' requirements ensuring the same quality of healthcare delivery with efficiency and professionalism.

Operational and clinical team work has been the key to our success in meeting the new spectrum of challenges that the pandemic presented and continues to do so. It's an every changing goal post that continues to challenge us on a daily basis as we are faced with this novel dynamic situation.

As we now emerge into the light of a new normal, the credit goes to the teamwork, operational pre-emptive policy making, and pandemic proofing businesses through processes and risk mitigation. We now have to look ahead with guarded optimism and explore newer medical practice avenues assisted by

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We have all been impacted, some more than others, but it is the safety net created in the UAE by the well-defined path laid by the leadership and regulators that will ensure that we will emerge before long more robust, more resilient and successful.

For more information, visit
www.jtsmedicalcentre.com

Innovative solutions can be rewarding



Aurion offers myriad of solutions to support foreign investors in the UAE

◆ **Syam Panayickal Prabhu**
Founder and Managing Director
Aurion

Aurion business consultants is one of the pioneers in providing support services for incorporation of new companies, branches and subsidiaries in the UAE.

Renowned as the top brand business setup consultants, Aurion is a corporate service provider for eleven major freezones in the UAE.

Over the past 12 years, it has supported more than 4,500 companies from 80 countries to setup their base in the UAE. The work process at Aurion is certified by world class certifying body QS Zurich, Switzerland. To celebrate the successful completion of 12 years, Aurion has announced a 50 per cent discount in its professional service fees for all incorporations till the end of March 2021.

PANDEMIC AND ITS IMPACT

'When fishermen cannot go to sea, they repair the nets' – the saying goes. The pandemic paved way to take stock of all work and make everything more systematic by training the team so that they never lost confidence. For business setup consultants, the travel restrictions coupled with the slow process of opening corporate bank accounts made the situation more tough. Though the Federal Law No: (1) of 2006 on Electronic Commerce and Transactions legalises electronic records, documents and electronic signatures, the bank accounts for



Syam Panayickal Prabhu

companies cannot be opened without physical presence of shareholder and signature verification at bank office.

Despite all odds, most companies could survive the onslaught of virus due to the stimulus package announced by the UAE

government and consequent reliefs and support by commercial banks in the UAE. The deadly pandemic was successfully contained and ample supply of vaccine was ensured by the government. The pandemic period was the time to prove the mettle and investors were reassured that their companies functioned seamless in the UAE despite the adverse situation world-wide.

2021 AND HOPE

The vision and diplomacy of UAE leaders have provided a perfect platform for business in the coming years. The years 2021 and 2022 should be the best performing period for all business in UAE, considering the fact that the country is going to be the centrestage of the world with the start of Expo 2020 in October this year. With the successful completion of the Hope Probe journey, the UAE has reached the zenith of glory and the scientific community all over the world has praised the stupendous success of the UAE scientists.

The UAE attracts global investors since it is being adjudged as number

one in the 'Ease of doing business in the region'. It is ranked among the safest countries in the world with the lowest crime rate. The robust network of commercial banks providing the best service has rendered tremendous support to the huge growth of trade and commerce

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in the country. At Aurion, everything is geared up to give the best support to foreign investors who seek to make their company headquarters in UAE.

INNOVATING ENTREPRENEUR

In the fast-changing world, an entrepreneur cannot afford to sit back and relax. He has to be abreast with the developments and keep improving the job as per market needs. At Aurion, we follow the motto TED, which means 'Trust of clients, Excellence in work and Delivery of promises'. Success is assured if the above principles are observed without any compromise.

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