

ABLE™

Asia's most influential leadership platform

For over 16 years, the Asian Business Leadership Forum has brought together global leaders from the government, private and social sectors in conversations and collaborations of consequence, leveraging multiple, impactful formats across over 1,000 broadcast, podcast, virtual, digital media and in-person events.

In 2022, we launch a one-of-a-kind partnership programme that delivers high-level business outreach, networking opportunities and global PR.



WELCOME TO THE ABLF PARTNERSHIP PROGRAMME

ABLETM ADVANTAGE

SEPTEMBER 2022 - AUGUST 2023

Reach the real decision-makers | Connect with policy-makers
Align with sustainable narratives | Participate in global dialogues
Engage with Asia's most influential | Meet courageous change-makers



IN ASSOCIATION WITH



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



دبي العطاء
Dubai Cares

ABLEF™

UNDER THE PATRONAGE OF

H.H. SHEIKH NAHAYAN
MABARAK AL NAHAYAN
CABINET MEMBER AND MINISTER OF TOLERANCE
AND COEXISTENCE, UAE

BROUGHT TO YOU BY



إيديا
IEDEA®



The ABLF devotes its energy and resources to promoting the great potential of Asian business. It highlights a clear determination to improve the business and economic environment, promote growth and development and encourage innovation. The ABLF is dedicated to fostering the regional cooperation essential to the growth of knowledge and the seizing of opportunities in Asian countries.

-H.H. SHEIKH NAHAYAN MABARAK AL NAHAYAN
CABINET MEMBER AND MINISTER OF TOLERANCE AND COEXISTENCE, UAE



THE BIG PIVOT: ADAPTING TO THE FUTURE

ABLETM

The pandemic challenged us

- To ensure conversations kept going, even as borders closed and lockdowns ensued.
- To find strategic ways to promote investments, enable businesses and deliver meetings.
- To facilitate a constant flow of connections so that economies could thrive along with livelihoods.

To meet these challenges, the platform pivoted with purpose and adapted through the use of cutting-edge technology, delivering 20 thought-provoking events across 20 months from 2020 to 2022. This year, the ABLF forges a new path with the ABLF Advantage - a brand new season of solution-led initiatives for global Asian businesses, presented as three pillars, engaging broadcast, virtual, digital and in-person leadership activations that can support your business agenda.



ABLE™

SEPTEMBER 2022 - AUGUST 2023

Theme

THE TECH IMPERATIVE:
ACCELERATING ASIA'S SOCIO-ECONOMIC RECOVERY

THE ABLF PARTNERSHIP PROGRAMME

ABLEFTM ADVANTAGE

SEPTEMBER 2022 - AUGUST 2023

Realising Potential

With fresh ideas, topics and agendas,
aligned with sustainability, impact
and resilience.

With solutions that create restorative,
inclusive change, help economies recover
and achieve new growth.



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Let us show you how the ABLF Advantage can work for you
as a force multiplier

Where the objectives of stakeholders
are furthered, opportunities are
created and engagements facilitated.

Where content and information are
linked to networking and
relationship building.

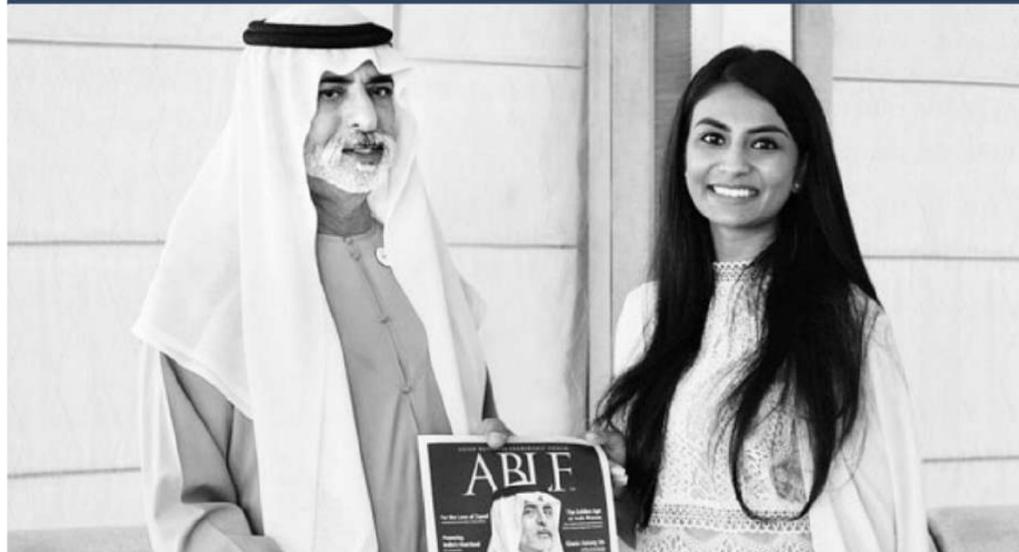
Where an ecosystem of thought
leadership promotes strategic
commercial interests through three
engaging pillars.



Access an innovative media-led Partnership Programme that delivers measurable value and sustained engagement for global business in the post-pandemic world

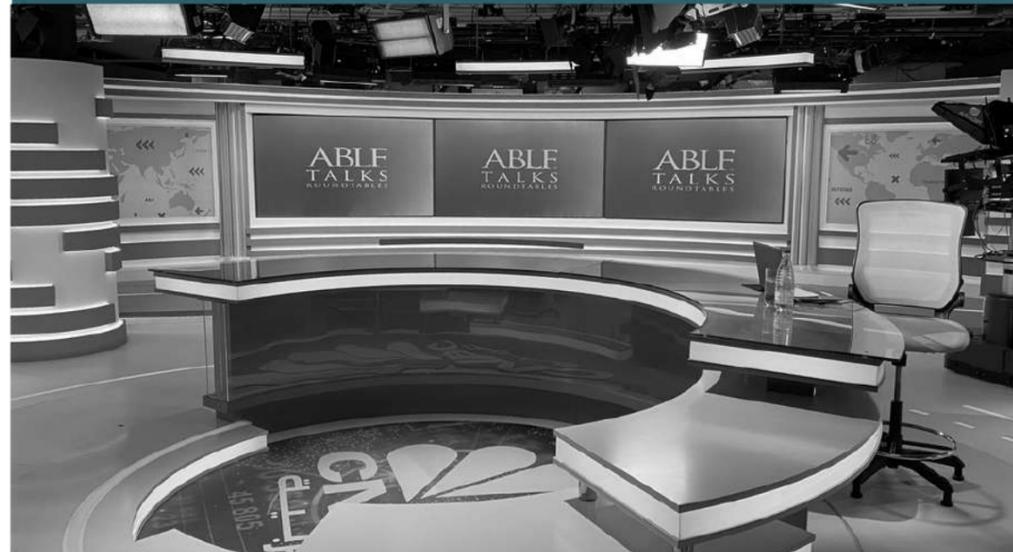
PILLAR 1

ABLETM
REVIEW
PUBLICATIONS



PILLAR 2

ABLETM
TALKS
ROUNDTABLES



PILLAR 3

ABLETM
FACE TO FACE
LEADERSHIP MEETINGS



ABLEF™ TALKS ROUNDTABLES

ON



6 SESSIONS • 6 TOPICS • 200 MILLION VIEWERS

TELEVISED SERIES ON CNBC ARABIA

An insightful and informative talkshow with a celebrity moderator engaging captains of government, industry and social enterprise.

- Powering conversations of consequence
- Bringing together opinion leaders and change-makers for the greater good
- Building relevant and intellectual content

THE VALUE PROPOSITION

- Partner position, story, interview and brand placements
- Co-branded intro pieces and outro-logo plates
- Moderator mentions across all 6 episodes
- Co-branding across promos for all 6 sessions
- Interview ticker branding and speaking opportunity



ABLE TALKS ROUNDTABLES

ON



THE TOPICS AND THE REACH

The ABLF Talks Roundtables are poised to bring together Asia's government and business leaders to reshape global business agendas and promote post-pandemic economic recovery.

The 6 sessions focus on the role of leadership in galvanising socio-economic recovery. The topics will cover paradigm shifts in tech-led communication and fintech, climate accountability for businesses, building societal resilience, the UNSDGs and our collective future, with a spotlight on travel and tourism - sectors devastated by the pandemic and now revolutionised by the new iterations of soft power.

200

Million Viewers

540

Minutes of Content

6

Months
Prime-time
Television

18

Episodes

300

Minutes of Promos



ABLE™ TALKS ROUNDTABLES

ON



Theme 2022 - 2023

THE TECH IMPERATIVE: ACCELERATING ASIA'S SOCIO-ECONOMIC RECOVERY

1. Tech-led Communication: Beyond the era of Digital Disruption
2. The Fintech Economy: Upping the Ante
3. Climate Accountability and Global Business: The Missing Link
4. Technology and Innovation: The Path to Societal Resilience
5. The Global Education Crisis: Lessons for the Future
6. Hospitality and Tourism 2.0: The Rebound
7. Reimagining Mobility: The Road to Sustainability
8. The Future of Medicine: Fostering Inclusive Healthcare
9. Sports and Entertainment: Adapting to Evolving Consumption Patterns
10. Technology and Policy: Facilitating Cross-Generational Growth
11. Energy Transition: Powering Growing Demand Sustainably
12. Realty Check: Sustainable Innovation in Real Estate



CNBC ARABIA SNAPSHOT

AUDIENCE PROFILE



Global Leaders | Entrepreneurs
C-suite Executives | Investors
Policymakers | Youth

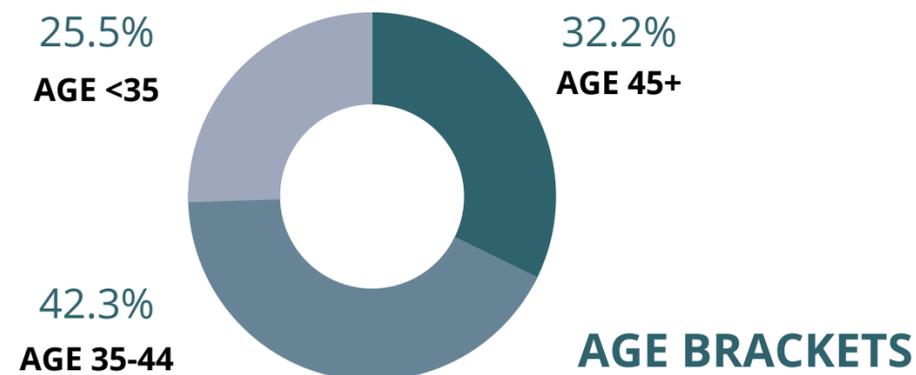


CNBC
عربية

The most watched business channel in the MENA region



Instantaneous Arabic Translation



24x7



Arabic Language Financial & Business Information Channel broadcasting from Dubai Media City

200M

Viewers across MENA



The preferred platform for decision makers from government, industry and the social sector to reach a multicultural Arab audience

AVAILABLE



On Mobile | On Board | On Line | On Air

ABLEFTM REVIEW PUBLICATIONS

4 EDITIONS • 4 THEMES • 400 MILLION READERS

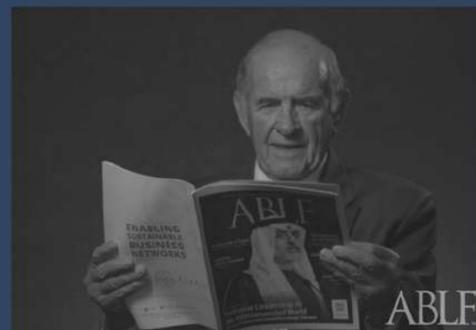
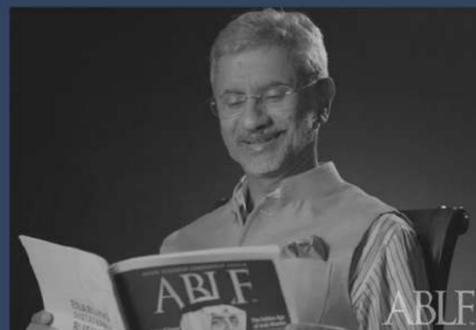
A sustainably produced publication series that will be distributed through a target-focused leadership database as well as through ABLF's media partner network, showcasing Asia's finest leaders and businesses, disseminating informative and expert content. In association with the ABLF's media partners across South Asia, South East Asia and the GCC, the ABLF Review's content reaches an audience of over 40 million and our digital distribution plan is set to reach a select audience of 100,000 decision-makers.

THEMATIC PREMIUM PUBLICATIONS

- Annual certified listing of trailblazers and organisations
- Unique feature stories of change-makers
- Innovative distribution model across 33 nations of Asia
- Sustainable digitally delivered model, with cameo print-run for specific influencers

THE VALUE PROPOSITION

- Branding at high-profile launch events
- Dedicated advertising space in each edition
- Well-curated editorialised articles showcasing partner content
- Coverage and visibility through social media campaigns and strategic PR



ABLE™ REVIEW PUBLICATIONS

RELEASE DATES • THEMES • EDITIONS

SEPTEMBER 2022 ESG IN FOCUS

Spotlight on H.H. Sheikh Mohamed bin Zayed Al Nahayan, the UAE's new President and a heartfelt tribute to the late H.H. Sheikh Khalifa bin Zayed Al Nahayan, the UAE's second President. The edition also focuses on ESG highlighting 10 companies that have woven this important narrative into the fabric of their organisations.



DECEMBER 2022 ABLF 50: LEADERS OF THE GREAT ASIAN CENTURY Annual Collector's Edition

Featuring a list of 50 global Asian icons and change-makers whose extraordinary courage, ideas, determination and commitment to excellence are empowering and transforming the post-pandemic world.



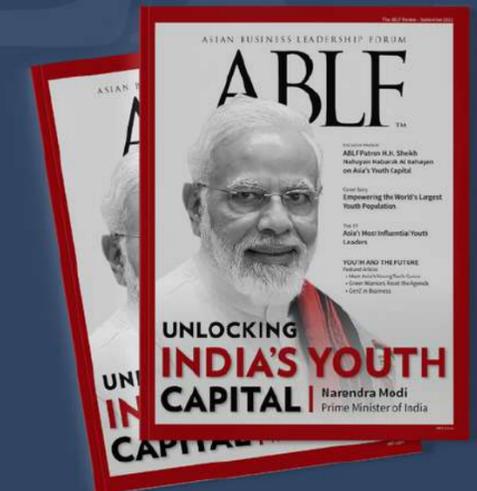
MARCH 2023 TECHNOLOGY FOR GOOD

Featuring a list of 10 tech titans and companies that are aligned with the UN SDGs - leading with analysis of the current narratives and potential surrounding technology and its role in meeting the objectives enshrined in the UN SDGs.



JUNE 2023 YOUTH AND THE FUTURE

Featuring a certified list of 10 young trailblazers making a positive impact nationally, regionally and globally - an essay-led issue, with features written by youth leaders with a look ahead at the next generation of leaders from seasoned industry stalwarts.



ABLETM

FACE TO FACE

LEADERSHIP MEETINGS

PURPOSE-LED MEETINGS • DIRECT ACCESS • PIVOTAL CONNECTIONS

NETWORKING FORMATS

- Bespoke Meetings
- Focused VIP Majlis
- Keynote lectures
- Business Brunches
- Golf Weekends
- Wellness Retreats

THE VALUE PROPOSITION

- Powerful networking occasions, consultations and events
- Access to the ABLF Network of global leaders
- Social Media activations and PR campaigns

Who: Heads of State, strategists, experts, high-profile individuals and investors, including the ABLF Alumni and Partner network who manage cumulative revenues of over \$1.5 trillion



ACROSS THE 16 YEARS OF ABLF, WE HAVE RECEIVED OVER 3,000 ENDORSEMENTS FROM PARTICIPATING LEADERS ACROSS THE WORLD. HERE ARE SOME OF THEM.



"I support IEDEA's efforts and initiatives to celebrate the achievements of Asia through a platform such as the ABLF and its mandate of strong leadership commitment to excellence, sustainability and development."

H.H. SHEIKH AHMED BIN SAEED AL MAKTOUM
Chairman and Chief Executive, Emirates Airline and Group, UAE

"IEDEA's ABLF has a prominent history in the UAE, and we do our best to support it. The leadership platform is nothing short of exemplary and I look forward to working closely with it in the years to come."

H.E. REEM EBRAHIM AL HASHIMY
Minister of State for International Cooperation, UAE and Director General, Expo 2020 Dubai Bureau



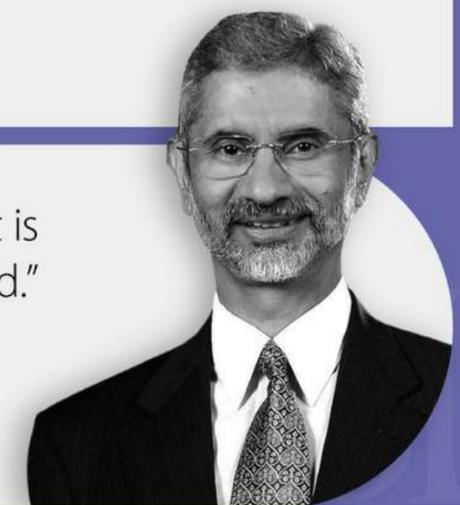
"For Indonesia, we definitely would like to see more on the trade and investment relations between the Asian countries and IEDEA provides a venue for such endeavours through the ABLF."

H.E. DR SRI MULYANI INDRAWATI
Minister of Finance, Indonesia



"The fact that India has been a guest nation at IEDEA's ABLF reflects well on our growing relationship with the UAE. It is important for all the people in the world to come together and I am glad that ABLF is contributing to that effort in the world."

H.E. S. JAISHANKAR
Minister of External Affairs, India



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CREDIBILITY STATEMENTS AND ENDORSEMENTS



DUBAI FDI

“Year after year, the ABLF grows beyond the GCC, cementing the roots of business in the region, South Asia and all the way to China.”

ETISALAT

“Congratulations to the ABLF Team for coming up with an innovative leadership TV series which is one of its kind in the MENA Region. Etisalat looks forward to the upcoming seasons as Telecom Partner.”

C.P. GROUP

“The ABLF works towards strengthening Asia, making it a region where business and social progress go hand-in-hand.”

MASDAR

“Masdar takes great pride in forming a partnership with the ABLF. We are dedicated to creating more opportunities for our youth to develop the skills necessary to fulfil their potential and support our nation’s progress.”

ABLETM

ADVANTAGE

SEPTEMBER 2022 - AUGUST 2023

Our Platform. Your Advantage.

Join us today

For further information and in-person/ virtual meetings

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