



executivesolutions
the talent hub

MAWAHEB

Nationalisation Initiative

Mawaheb Nationalisation Initiative – May 2014



Background

In the announcement of the 2014 National Agenda, H.H. Sheikh Mohammed bin Rashid Al Maktoum Vice President and Prime Minister of the UAE and Ruler of Dubai stated:

“Our goal is to increase the Emiratisation in the private sector, tenfold. The government will enforce a number of measures if there is not enough incentive for working in the private sector.”

In support of this vision for the UAE, Executive Solutions launched Mawaheb, (Arabic for talent), an initiative focused on creating jobs for talented UAE Nationals with our selected employers of choice.

- Mawaheb brings together Executive Solutions’ expertise in identifying and attracting the best talents in the market, which supports our clients drive in meeting their Nationalisation requirements.
- Executive Solutions aims to address the challenges of Nationalisation through the “Managed Talent Event ” platform “Mawaheb”, hosted by us each quarter.

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Approach

- The first event was held in Dubai, May 2014. We partnered with five clients from various industries, each of whom shared their National vacancy requirements for Q3 and Q4, prior to participating in this event.
- Executive Solutions assigned a dedicated team for each client to manage the awareness campaigns, attraction strategies, screening process and the qualifying of applicants against the agreed clients' vacancies.
- Executive Solutions Consultants sourced and screened over 300 applicants for various roles within the five participating in the programme clients, of which 139 applicants were shortlisted and invited to participate in the event.

The next slide represents a snapshot of the attendees and the results post interviews.

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May 2014 – Final Dashboard Results

Mawaheb 7th & 8th May 2014 High Level Stats

Clients	Invited	Attended	Green (Hire)	Amber (Potential)	Red (Reject)	Success Conversion
Semi Government - Properties	33	15	11	1	3	92%
Banking Sector	9	7	7	0	0	
Government - Education	26	9	8	1	0	
Federal Authority	40	23	22	0	1	
Dubai Government	17	13	13	0	0	
Executive Solutions Applicants	14	4	4	0	0	
Walk Ins	0	2	2	0	0	
Totals	139	73	67	2	4	