The MENA Region in the World's Gaze

Submitted by: TBD Media Group Ltd.
Wednesday, 25 January 2023

The war against Ukraine and global supply chains battered by the COVID-19 pandemic have made the countries of the MENA region once again sought-after economic partners. Gas by tanker from Qatar instead of through Gazprom's pipeline, near-sourcing from Egypt or Tunisia instead of manufacturing in China or Vietnam. This is good news for a region that has struggled in recent years not to lose out in international competition.

At the same time, the world is looking at the MENA region now more than it has in a long time. Whether it's the World Climate Conference in Sharm-El Sheikh or the World Cup in Qatar. More importantly, however, the Gulf states play an important role as a hub for Asian-European trade in the discussion about international supply chains, as do the countries of North Africa – both as an economic area and as potential partners for trade with Central and Sub-Saharan Africa.

Therefore, TBD Media Group (TBD) is proud to present the “50 MENA Leaders” campaign. The campaign consists of a series of case studies and interviews and will be hosted on Gulf News. TBD wants to give leading companies from the MENA region a platform to present past accomplishments and provide their visions for the future. The campaign heightens the awareness of the significant innovative potential that resides in the MENA region.

TBD’s CEO Paolo Zanini describes the motivation behind the campaign as follows:

“Politicians and business leaders from Europe and the United States of America have been focused on their own regions for way too long. In our current, ever-changing environment, it is important to gain new insights. By highlighting leading visionaries from the MENA region, we hope to encourage an exchange of ideas and strategies and the creation of new business relationships.”

For more information about the “50 MENA Leaders” campaign, click here:
https://www.globalthoughtleaders.org/50-mena-leaders

About TBD Media Group:
TBD Media Group is an international, purpose-driven media developer that helps companies, organizations and governments tell their brand stories in a human and direct way. Learn more at https://www.tbdmediagroup.com/

Companies featured in this launch:
KEY CAR RENTAL COMPANY:
(https://gulfnews.com/business/key-car-rental-flexible-and-free-mobility-of-tomorrow-1.1674465944000) An industry leader in car rental, creating easy access to flexible mobility
TRELLIX: (https://gulfnews.com/business/trellix-revolutionises-cybersecurity-with-xdr-1.1674466677983) A cybersecurity company built around extended detection and response (XDR)
SYNGENTA:
(https://gulfnews.com/business/syngenta-science-and-innovation-to-feed-and-heal-our-planet-1.1674469586732) A world leading agricultural innovation company, who brings technologies and services to millions of

farmers around the world so that they can grow safe and nutritious food, whilst simultaneously taking care of the planet
FLYADEAL: (https://gulfnews.com/business/flyadeal-an-affordable-flight-1.1674466389246) A digital everyday low fares airline that has been created to meet the growing demand for affordable air travel in Saudi Arabia and the Middle East
NAFFCO: (https://gulfnews.com/business/naffco-safeguarding-life-environment-and-property-1.1674468721708) One of the world's leading manufacturers and suppliers of life safety solutions
OQ:
(https://gulfnews.com/business/oq-creating-a-more-sustainable-future-for-oman-and-the-planet-1.1674469026849) From unlocking the potential of hydrocarbons, producing alternative and innovative energy solutions, OQ employ over 6,000 local and international talents, elevating Oman at home and around the world
RAIN:
(https://gulfnews.com/business/how-do-crypto-assets-create-more-opportunities-for-everyone-1.1674469707198) The first licensed crypto asset platform in the MENA region, is unlocking the potential of this new ecosystem

Media Contact:
Anna Berkman
Chief Marketing Officer
TBD Media Group
A.berkman@tbdmediagroup.com

Content Writer: Anne Reisenweber

Distributed via Press Release Wire (https://pressreleases.responsesource.com/) on behalf of TBD Media Group Ltd.

Copyright © 1999-2026 ResponseSource, Northburgh House, 10 Northburgh Street, London, EC1V 0AT, UK

e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com