

FOCUS

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“WE” work together:

When we say “We”, what does it mean? It means that we are a one family that has one objective/goal. When we are entrenched in our own responsibilities, it is easy to forget that other departments not only exist, but that you are all serving one main goal: fulfilling the mission of your organization. Organizations that have internal issues within their departments lead to self-destruction as synergy does not exist within them.

The only best way to describe that we are one family is when we all work together within branches, departments etc. There are multiple benefits to the company and us, when we work together as a team. Benefits are as follows:

- **Increases Creativity and Learning:** When brainstorming, new ideas are created. Effective solution is a result of combined efforts and perspective of each member involved in the team. Ideas can be related to their operational systems policies, products/services etc... Collaborating on a project creates an enthusiasm for learning that solitary work usually lacks. Sharing of discoveries and achievements with the rest of the team encourages the team members and also increases the team knowledge.
- **Builds Trust:** An effective team enjoys working together and shares a strong bond. When we put our trust on our team member, we are establishing the foundation of a strong relationship. It also provides a feeling of safety that allows new ideas to emerge. The key to building trust is having an open communication within the team members.

- **Customer satisfaction:** Use the projects you work on to complement the needs of each department, instead of each team working independently and producing moderate efforts. Avoid duplicating work and help streamline processes wherever you can. This will lead to customer satisfaction, hence encouraging the team to take on new projects.
- **Developing additional skills:** Conflicts inevitably happen when you put together a group of unique people. Employees come from different nationalities and experience, therefore the problem solving approach differs for each of them. Team work helps them to share their experiences, enabling them to develop additional skills that may be essential to perform their task.
- **Healthy Risk-Taking Behaviour:** An employee working on a project alone will probably not want to stick their neck out for an off-the-wall idea. Sharing of responsibilities leads to taking more calculative risks, as the consequences whether success or failure, are shared within the group members. Conversely, sharing success as a team is a bonding experience. Once a team succeeds together, their brainstorming sessions will produce revolutionary ideas without hesitation. In many cases, the riskiest idea turns out to be the best idea. Teamwork allows employees the freedom to think outside the box.
- **Building Professional development and skills:** Developing your strengths and keeping at the top of your game

in regard to your skillset can be instrumental in making any future decisions. Besides team work leads to knowledge and skills sharing that will enhance your professional development.

Teamwork is essential to success and growth. The truth remains that organization’s success is not one person’s effort. It is a collective effort of individuals working for a common goal. Having a set of individuals in the team enables you to push boundaries with new ideas and most importantly it provides you with a strong support network.

Working in a team is somewhat obligatory in many instances but working well in a team is optional – the onus is on you to action this. Learning how to do this effectively and implementing all the above amongst your colleagues is the best way to ensure that you are on your way to reaching your goals whilst creating a great work environment.



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Democracy is doing good, is the Economy too?

Three folks who deserve to be applauded on the culmination of the largest democratic exercise in the world 'India General Elections 2019' are the Election Commission of India, the Security Forces and the People of India. The election was conducted to elect Members of Parliament on 543 seats to the 17th Lok Sabha.

The six weeks long mammoth process was conducted in seven phases across the 29 states and seven union territories and estimated to have costed USD 7 Bn. The Election Commission works with 22 officials & 200 regional languages and 6000 dialects. There were arrangements made for persons with disabilities and special needs. Over one million polling booths were set up to facilitate polling in the cities and the remote areas of rural India and securing the EVMs until the counting of votes was over; the mammoth process was carried out largely in a peaceful manner with due credit to the security forces.

In this 'festival of democracy', 900 million people were eligible to vote and the turnout was over 67 per cent, the highest ever in the history and making it the largest-ever election in the world. With over 15 million first-time voters of ages 18,19 and highest number of women voters, the people of India participated in the elections cutting across the castes, regions, sects and strata of the society.

Continuity to foster growth

With respect to the policies and strategies, continuity is a boon. As the people of India have chosen Prime Minister Narendra Modi and the NDA government to lead the nation for the second term, it is definitely going to facilitate continuity of the ongoing strategic programs and projects in the various sectors and across the region. It is notable that in the previous term the government has promoted some organic programs which are

more of behavioural and basic in nature like sanitation, electrification, cleanliness, cooking gas, road connectivity and financial inclusion. For all such initiatives – which were effective and well appreciated – needs substantial time for outreach and effective implementation.

Continuity as a principle was very much evident in the allocation of portfolios of Ministers in the new cabinet formation wherein the key portfolios and well-performing ministries remained with the same Ministers and additional portfolios being added. For example, Mr Nitin Gadkari to continue with the infrastructure developments and MSME added, Mr Piyush Goyal continues with the Railways and additionally made in-charge of commerce and Mr Dharmendra Pradhan with Petroleum and Natural Gas to name a few. While we saw some good innovations like Dr S Jaishankar made the Foreign Minister and we getting the first full-time women Finance Minister, Smt Nirmala Sitaraman due to the previous Ministers opting out, two strong men of the BJP party, Mr Amit Shah and Mr Rajnath Singh leading Home and Defence respectively and a new Ministry of Jal Shakti effectively to take care of water resources.

Trust mandate to thrust the economy

The People of India has given Prime Minister Modi, a higher mandate than the previous 2014 elections which is clearly a sign of trust in his leadership. The impact of full majority in running a collation government in a democratic set-up like India is immense in terms of governance, decision making and administering policies & reforms in such a large nation in the global perspective as well. Such a maverick mandate would not only enable the government to continue with the ongoing projects but make some socio-economic reformative changes in society.

While India is very well placed in the global scenario and the economy is thriving ahead

but the economic challenges that we face today are real and pertinent. Whether it's the slipping GDP growth rate, existing unemployment or fixing the leakages in the GST regime, it needs immediate attention of the government and the herculean task faced by the new Finance Minister. The recently announced figures reveal that the GDP growth rate is at 5.8% in the present quarter which is the third straight quarterly fall. The joblessness in the country is at 45 years high with 6.1% of the total labour force unemployed. With the projected moderate monsoons and some parts of the nation like Maharashtra facing drought problems, the rural and agrarian stress is anticipated to aggravate.

As per the media reports, Prime Minister Modi has instructed the cabinet of ministers to come up with the 100-day plan in their respective areas of work and it was announced that the first parliament session of the 17th Lok Sabha to be held from June 17 to July 26 after the first cabinet meeting of the Modi government. In the upcoming session, all eyes will be on the maiden budget of FM Nirmala Sitaraman, the bills and the measures that the new government is likely to take up to uplift and put the economy back on the fast track. In one way, this would set the tone for the direction in which the Indian economy would be moving the socio-economic reforms for the next five years of New India.



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DIFC Insolvency Law

A Boon for Stakeholders.

The much-awaited law is the right move towards creating long term stability. It will allow investors to mitigate the certain risks of doing business, globally.

Abeer Jarrar's comment that "The Law is a reflection of the DIFC's ongoing efforts to enhance its global competitiveness" in last weeks Gulf News, correctly demonstrates the long-term vision of HH Sheikh Mohammed Bin Rashid Al Maktoum.

Long term visas, permanent residency and world class infrastructure are the cornerstones of a robust economy that enjoys stable and sustainable growth.

Like me, active Audit Partner in full time practice, will agree that such laws better help us manage Audit Risks. This goes a long way towards managing the Expectations Gap, which is a concern for global professional bodies. As stakeholders, such as financial institutions and business partners, will have greater security as the new debtor in possession bankruptcy regime is based on the United Nations Commission on International Trade Laws.



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The contemporary approach to apprehend modern risks

The word Audit is often associated with inspection, but it is important to understand that Internal audit is a key control function for the risk management of any organisation. Internal Auditors are the engineers for building the bridge between the real world and the virtual world, in terms of design, implementation and assessment of appropriate controls and governance framework. In an era, where businesses across the globe are facing multi-dimensional challenges arising from rapid technological changes, changes to the financial system; e.g. emergence of crypto

currencies, exponential growth and changes to the regulatory environment. Businesses have no option but to establish a dynamic and perpetual risk management processes. Internal Audit for any organization will allow mapping risks which are already established and highlight any emerging risks.

We have enhanced our Internal Audit approach to collaborate with the entire organization and develop a more cohesive strategy, suggesting Linear Testing, Hyperion Financial Management solutions, AML strategies. Enabling our clients to achieve higher performance in the most cost-effective manner. Several transaction processing systems particularly relating to

financial transactions are required to have a monitoring system built in with scenarios to detect suspicious transactions while the core transaction system functions on the basis of a software while the transaction monitoring system is on the basis of different software. Experience has shown that when the monitoring system is taking the information from the core system, errors may occur due to loss of data or conversion from one system to another, therefore Data Lineage Testing (DLT) to assess the accuracy cum integrity and completeness of data transfer from core system to monitoring system is essential. Our internal audit is capable of conducting DLT.



Independent audit of cloud platforms and reviews of SLAs have now become imperative. Constant connectivity also means constant need of cyber security, especially with the evolution and growing sophistication of the capabilities and techniques used by hackers.

Statistics have found that those who suffered cyber-attacks incurred financial losses, therefore preliminary penetration testing is something to consider. Assessing the effectiveness of IT security and

cybersecurity measures taken by organisation is now an essential part of risk management framework.

Naturally Internal audit process facilitates communication within the organization, bringing more efficiency across departments and may also result in cost savings. Businesses are now required to have an internal audit function which is versatile enough to provide a quick assessment on the risk profile with implementable recommendations.



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WIPO launches new Artificial Intelligence Based Image Search tool for Brands.

The World Intellectual Property Organization (WIPO) has launched a new artificial intelligence search technology, which results more accuracy in search results. This results labor-cost savings for trademark examiners, attorneys and paralegals, industry practitioners and researchers. The increasing demand for IP rights across the world is one of the main reasons on the development of artificial intelligence-based tool.

Earlier search tools primarily determine trademark image similarity by identifying

shapes and colours in respective marks. The new technology can identify combinations of concepts within an image to find similar marks that have previously been registered by using deep machine learning, such as a star, a house, a tree within a mark. Users submitting a composite or fused image can use an in-built editing tool for cropping of the interested part in the image, for simplifying the searched image for more relevant results.

The Artificial Intelligence technology will create greater certainty for the development of new image marks and will reduce the risk for monitoring potentially misleading or conflicting new registrations.



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Family Owned business

Family-owned businesses represent a large part of the UAE business community and contribute significantly to the growth of the economy of the UAE and the GCC. Many of these businesses have grown quickly with wide-ranging and often very ambitious investment goals and opportunities at their disposal. The logical plan for many is to expand across the Middle East and into the international arena.

It is easy to start a family business, but it has proved to be tough to sustain it over generations. Because of miscommunication and generational gaps, family disputes can impair business continuity and plans for succession. But family businesses also have their strengths: due to long term commitment by family members who are deeply invested in the company's future and have a shared vision, they can be highly sustainable.

With significant policy changes, the introduction of new taxes and economic uncertainty, the last two years have proven to be particularly challenging for family businesses in the GCC.

Despite this, the region's family businesses have shown strong resilience and have seen sustained growth to a large extent. A wave of economic diversification has created opportunities for them, especially those who recognize the importance of transition in leadership, governance, and ownership-and embrace innovation.

However, for many family business owners, passing the family business on to the next generation remains a pressing concern. A total of 88% of respondents believed that preparing and training the next generation is crucial to the survival and success of the business, and that it is the senior generation's responsibility to teach the

younger incumbents a solid and sustainable set of guiding beliefs along with the principles of the family.

Therefore, family businesses are looking for ways to ensure that they have the right governance mechanisms in place.

The dilemma of succession is common to all family enterprises. What distinguishes good businesses from the rest is having an established process to manage the transition and the complex relationships between business and family to ensure future growth.

There are also a set of internal and external circumstances that force owners to look for executives outside. This may vary from the existing management that requires a fresh perspective or future generations that do not seek to continue the legacy. 95% of those surveyed say they see benefit in having non-family executives in the business in an encouraging trend. However, family businesses are starting to find it harder to attract the talent they need, possibly because of misunderstandings about how a certain business works. Or other family businesses or multinational corporations are losing the war for talent. Family businesses are now more likely to define and communicate their value proposition in a bid to attract appropriate talent.

On the other hand, some family business owners point out that handing over control of the business to non-family members is an emotional decision and the lack of control may take a while to become accustomed to it, no matter how apparent the benefit.

As well as issues of succession, family businesses need to look for new ways to stand out in the face of rising market competition and can face challenging choices in the wake of potentially declining profitability. Studies found that 30% of

respondents sought to become more innovative and 38% sought to diversify into new products and services to be better equipped for battle competition.

A focus on creating a diversified portfolio and new and innovative products and service offerings in this regard can help ensure long term sustainability for the business. Similarly, it is considered judicious to explore opportunities for local and overseas investment.

To add to this, technology, artificial intelligence and robotics are emerging as a change in the way all business is done, and family businesses need to evaluate-and develop-their own operating models to ensure that they meet the needs of customers. If they continue to implement appropriate growth strategies, respond to evolving people and technology related needs, and explore opportunities to expand into new markets, the future for family businesses will likely remain bright. We believe that if they continue to invest in formal governance and improve succession planning with inter-generational communication, their growth and heritage will be secured.



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About Us

Your global partner

Crowe is ranked as the 8th largest accountancy network with globally more than 35,000 partners and staff in over 130 countries.

We share a common purpose of building value for clients through international business. Still placing great emphasis on establishing long-term relations with each of our clients. This enables to work together in an atmosphere of openness and trust. Simply stated, it is how we live our core values – care, share, invest and grow.

The firm continually demonstrates a commitment to quality while serving clients through our international expertise and talent. Our commitment to the highest technical standards and integrity, ensures that our clients receive the most accurate and relevant advice.

We provide professional services by leveraging through extensive local experience and high level of partner involvement. Our aim to provide due diligence with care has enabled us to serve a diverse range of clients ranging from small family owned businesses to large multinational conglomerates.

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