

Under the Patronage of
His Majesty King Abdullah II ibn Al Hussein



Ernst & Young Entrepreneur Of The Year®

2011 Jordan

Meet The Finalists

Jordanian Entrepreneurs are visionary leaders who shape the Country's future with passion and drive. They collectively transform the Jordanian business landscape, giving rise to new innovations, practices and standards that continuously revolutionize the way industries work and thrive throughout the Kingdom.

For over two decades, Ernst & Young's Entrepreneur Of The Year award program has celebrated entrepreneurship in all its forms. The program began 25 years ago and today spans more than 140 cities

across 50 countries. Recognized globally, it is the world's most prestigious business award for entrepreneurs who build and lead successful, growing and dynamic businesses.

Ernst & Young Entrepreneur Of The Year Jordan 2011 is happy to announce the finalists whose energy, enthusiasm and hard work have turned their vision into reality; their success is proof of the true capabilities of Jordan's entrepreneurs. Learn more about the men and women shortlisted as finalists in the following pages:

achieving dreams changing lives

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Fares Sayegh
Roya TV
www.Roya.TV

In 2010, Fares Sayegh took a plunge and transformed what started out as a local TV station into a leading-edge media provider of online and studio content. In little under a year, Roya TV captured 10% of the Jordanian market and continued to expand its viewership at an exponential rate, and currently employs 107 people. Using his background in manufacturing and management, Sayegh introduced modern production techniques to an industry entrenched in outdated practices. Embracing emerging technologies, Roya successfully integrates new media into its operations and now generates revenue from its YouTube content. In the medium term, Sayegh aims to expand Roya's market share, create a fully Jordanian network that produces local drama productions, and launch additional channels.



Dr. Hassib Sahyoun
MedLabs Consultancy Group
www.Medlabs.com.jo

"Dr. Hassib Sahyoun's vision has always been to transform the Laboratory Medical Diagnostic Services in Jordan from a one specialist concern to a corporate institution based on Group Practice. This transformation would group together specialists in all sub-specialties of Laboratory Medicine working and supporting one another to best serve the patient and the community at large. This structure would create long term stability and allow for long term planning to successfully compete with the larger Western Laboratory Medicine Institutions, making Jordan and the region self sufficient and centers of excellence in this field. Through his 31 year journey in Jordan Dr. Sahyoun has succeeded through his vision and supported by his colleagues to create "MedLabs Consultancy Group" which has become one of the largest and most respected Institutions in Laboratory Medicine in the region. Its network of laboratories and services cover all major cities in Jordan and extend to several countries in the region. It has achieved the most stringent International Accreditations world wide and has been recently honored with the "King Abdullah II Award of Excellence". Medlabs presently employs more than 250 scientists, specialists, management

professionals and has become a major exporter of Jordanian expertise and services in its field. MedLabs believe in giving back to its community by providing free-of-charge testing facilities throughout underprivileged areas and launching national health awareness campaigns."



Dr. Khaled Sharif
Sharif Eye Centers
www.SharifEyeCenter.com

In the early 90s, Dr. Khaled Sharif became the first ophthalmologist to perform LASIK procedures in Jordan and among the first eye surgeons to introduce LASIK to the Middle East. His ceaseless dedication to the delivery of top quality vision correction medical care has earned him a name as one of the world's leading experts in 'Refractive' (vision correction) surgery, his reputation extending from India to the United States. Dr. Sharif transformed his practice into a world-renowned medical franchise that serves patients in Jordan, Dubai and Qatar, with over 69% of the Centers' patients representing non-Jordanians. Sharif Eye Centers also gives back to the local community through mobile clinics that serve disadvantaged areas outside Amman, and donates hundreds of free surgeries to underprivileged children every year.



Mais Sukkar
RxSolutions
www.RxSolutions.jo

Mais Sukkar launched RxSolutions, Jordan's first healthcare marketing communications agency, in 2009 to fill a gap in the Kingdom's growing healthcare industry. Drawing on her experience working with one of the world's largest healthcare marketing firms, Mais strove to create an industry in the Middle East that provides healthcare-specific marketing communications services across Designing and Branding, Creative Medical Writing and Editing, Media Planning and Booking, Market Research, Exhibitions and Conferences and Event Management. Together with a team of five full-time employees and a few freelancers, Mais worked diligently to form a new, well-defined market and meet its demands. She spent two years securing business partners and planning the establishment of what would later emerge as the first and only specialized full-fledged healthcare marketing communications agency in the region.



Dr. Mohammad Al-Banna
Innomedics
www.Innomedicsco.com

Driven by his vision to become MENA's number one distributor of high-end medical equipment, Dr. Mohammad Al-Banna quit his two years job as a sales rep and four years Job as sales supervisor for a major international medical supply company to strike out on his own as an entrepreneur. In 2001, he established Innomedics, a start-up employing 15 people, to provide Jordan's medical sector with equipment from global manufacturers in the US, Europe, Turkey and Korea. Through the years, Innomedics grew to specialize in three categories: consumables such as sterilization equipment; orthopedic such as joints and trauma implants; and minimal invasive such as stents for the vascular system and kidney dialysis equipments. Innomedics also provides much-needed clinical and technical support to the medical community and assists physicians and technicians in obtaining proper training in order to enhance product familiarity and user capabilities with application ease.



Osama Imseeh
Imseeh Jewelry
www.ImseehJewelry.com

What began as a father's dream in 1957 steadily thrived into a flourishing family business and a highly successful venture in Jordan's jewelry industry. Osama Imseeh, along with his siblings, shaped Imseeh Jewelry – a name that their father initially built with one store in old Amman – into the Kingdom's largest jewelry wholesaler with the biggest customer base and its own gold and diamond production factories. Since taking the reins in 1990, Osama Imseeh has presided over expansion to seven stores employing 220 people, and has diversified Imseeh's business portfolio to cover medical equipment supplies. Imseeh aims to strengthen the brand's presence as the leading Jordanian producer and supplier of exceptional, luxurious and high quality jewelry products. Extensive charitable work has also been a hallmark for the Imseeh family since the beginning of the business.



Randa Ayoubi
RGH (Rubicon Group Holding)
www.Rubiconholding.com

Her passion for education and technology helped Randa Ayoubi grow a seedling of dream that was planted in 1994 into a global digital content production powerhouse.

Rubicon Group Holding branches out into a wide range of fields that cover Animation, Themed Entertainment, Transmedia, Consumer Products, Gaming, Downloadable Content and Interactive Education Content. Over the years, RGH has forged strong partnerships with industry leaders such as Turner Broadcasting, MGM, CBS, Etisalat and many more.

RGH's products and services are critically acclaimed by the industries' experts: RGH's Pink Panther and Pals series, co-produced with MGM, won four Kidscreen Awards in 2011; RGH's Trashers iOS App won the 148Apps' "Best Kids Game 2011" award.

Employing 400 people through offices in Amman (Jordan), Los Angeles (USA), Manila (Philippines) and Dubai (UAE), RGH develops high quality entertainment and educational content across multiple platforms and handheld devices. Ayoubi accredits her success to her team and to the people that supported her throughout her journey. As a community-invested company, RGH's corporate responsibility work revolves around providing products that focus on education and that support empowerment across the world.



Reem and Samar Habayeb
Silsal
www.Silsal.com

Jordan's premier design house originated in 1993 as the brainchild of two sisters working towards social development. Silsal single-handedly legitimized ceramics as a popular art form and filled a niche for foreigners seeking local designs as gifts or souvenirs. Since 2008, and under the influence of Samar Habayeb the company has introduced modern designs and marketing strategies to become the supplier of choice for clients across the Middle East and in Europe. Today, Reem and Samar Habayeb ultimately aim to position Silsal as the leading design house in the Middle East with a competitive global presence without losing its local roots and its focus on social development in Jordan. With very low turnover, Silsal provides insurance and other forms of support to its employees, some of whom are physically challenged or socially disadvantaged.



Salah Oqbi
Jordan Chalk
www.JordanChalk.com

Perseverance and commitment are two qualities that Salah Oqbi enjoys in abundance. Despite the naysayers and defying the odds stacked against him, Oqbi invested considerable time and research into his dream of starting a chalk factory – a venture that all previous investors in Jordan had failed to succeed in. Using his background in chemical engineering and experience gained in the limestone industry, Oqbi planned and acquired funding for the establishment of the only existing chalk factory in the Kingdom. Through Jordan Chalk, the Kingdom is now the third country in the world, alongside Korea and France, to produce child-friendly chalk that does not aggravate asthma conditions. In addition to consistently recording growth since it began production in 2003, Jordan Chalk exports its products to 65 countries around the world and meets 95% of Jordan's market demand for chalk.



Tamer Qarrain and Zaidoun Karadsheh
Media Plus
www.MediaPlus.com.jo

Dropping their careers in other industries to pursue an entrepreneurial dream, Tamer Qarrain and Zaidoun Karadsheh made the bold decision in 2007 to forgo traditional job security and start Media Plus, a web design and development and Arabic web content company. Without the support of investors or venture capital, Qarrain and Karadsheh each invested US\$ 3,000 of their personal savings and focused on funding and growing their business strictly through sales. Today, Media Plus is an award winning multimedia company and a leader in its field, enjoying growing regional presence and renown. As part of its expansion plans, the company is broadening its focus to include 3D animation and content creation for mobile, tablet and smartphone applications. In addition to setting high quality customer service as a priority, Media Plus invests in training its 25 employees. In 2007, Tamer and Zaidoun partnered with a veteran animator, Moaiad Zaidan, to establish Sketch in Motion, A premiere animation production company that have been featured on MBC as well as major GSM networks in the region.

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Ernst & Young Entrepreneur Of The Year® is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

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