

Dubai **P**reneur

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**THE CEO
WARDROBE**

**BASEL
HOUARI**

Founder & CEO,
Teus Group

**TEUS GROUP
FORAYS INTO
REAL ESTATE
IN MALDIVES**

**BEST
PHONE
TO BUY**

IN 2026

- ▶ High Quality Products
- ▶ Green Environment
- ▶ Comprehensive Amenities
- ▶ Professional Services
- ▶ Humanitarian Community
- ▶ Absolute Security



Fajar Realty

Where Responsible Leadership Shapes the Future of Real Estate

20+ Years of Leadership in Dubai Real Estate Sector

Fajar Realty is one of the top real estate brokerage companies in Dubai that is based on trust, knowledge, and a clear goal of helping clients find possibilities in Dubai real estate market. At Fajar Realty, we don't only show clients listings; we also make plans that fit their lifestyle goals and investment goals. Our team makes sure that you find more than simply a property, whether you're an international investor looking for flat for sale in Dubai, a family looking for houses for sale in Dubai, or a professional looking for a modern flat for sale in Dubai.

Editor's Note

DubaiPrenneur

Welcome to the inaugural issue of our magazine—a space born from ambition, curiosity and an unwavering belief in the power of ideas to shape the future of business.

We launch at a time when the world of enterprise is evolving faster than ever before. Boundaries between industries are blurring, innovation is no longer optional, and leadership demands not only vision, but adaptability. In this dynamic landscape, our mission is simple yet significant: to inform, to inspire and to ignite meaningful conversations.

This magazine is more than a collection of stories. It is a platform for entrepreneurs taking their first bold steps, for leaders redefining success and for thinkers challenging the status quo. Within these pages, you will find insights that go beyond headlines—deep dives into emerging trends, candid conversations with industry pioneers and practical perspectives that matter in the real world.

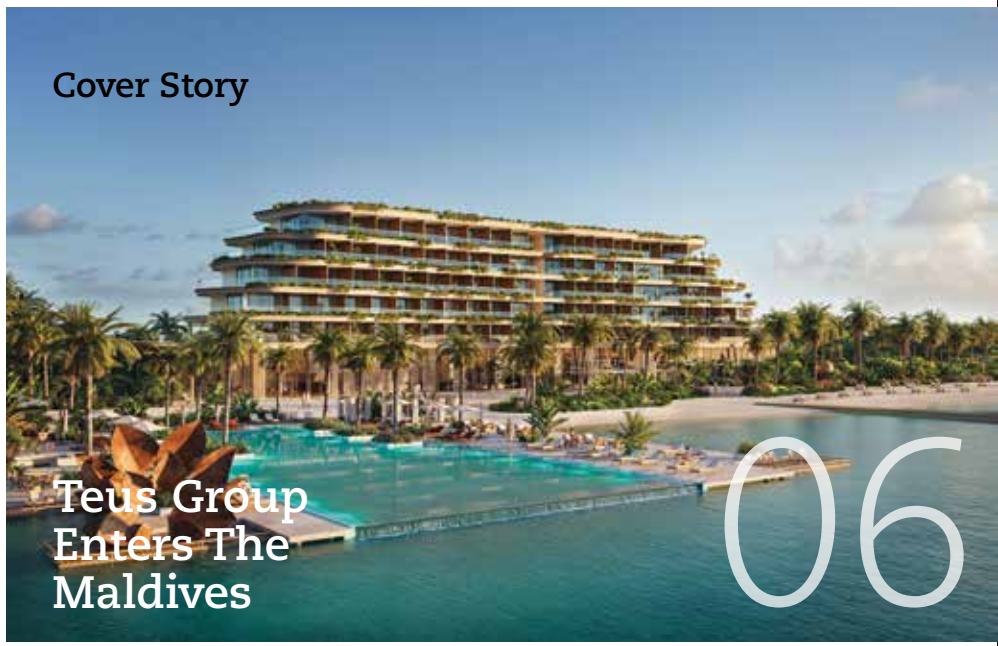
We believe that business is not just about numbers and strategies—it is about people, purpose, and progress. As we begin this journey, we invite you to be more than a reader. Engage with us, learn with us and grow with us. Because the future of business is not something we simply observe—it is something we create together.

Thank you for being part of our very first chapter.

— Editor-in-Chief



CONTENT



Disclaimer: While the publishers have made every attempt possible to get accurate information on published content in this magazine. They cannot be held liable for any errors herein.

Celebrating Innovation, Leadership & Excellence

Where Visionaries Become Icons

Hello and welcome to DubaiPreneur Awards - a virtual recognition platform designed for successful CEOs and entrepreneurs. The award celebrates innovation, leadership and entrepreneurial excellence. It offers visibility, opportunities and convenience, allowing leaders to participate, connect and gain recognition without disrupting demanding schedules.



Teus Group Enters The Maldives: Income-Generating Real Estate Under International Management



Teus Group has announced its first project in the Maldives — Radisson Resort Maldives. The resort is being developed as hotel real estate designed to generate income under the international Radisson brand, marking the next step in the company's expansion in Asia.

Teus Group is a developer specializing in income-producing resort properties in tourism-driven destinations. The company is expanding across key markets in Asia and the Mediterranean in partnership with international hotel operators.

We spoke with Teus Group founder and CEO Basel Houari about why the Maldives became the company's next market, how the resort real estate model is evolving, and what this project could mean for investors from the UAE and the wider GCC.

Last year marked Teus Group's entry into new markets. What has changed since then in terms of your strategy, scale, and ambitions?

We have made our international expansion strategy more structured and scalable, and we are continuing to evolve as a developer with a diversified portfolio of resort projects. Our focus is not on a single market or country, but on a portfolio of strong destinations with clear fundamentals and long-term tourism demand.

The company has grown significantly in terms of construction pace and overall volume, strengthened its team, and

new markets pragmatically: we test assumptions, assess real demand, and evaluate long-term potential. For us, expansion is not just about entering new geographies; it is about building reputation, trust, and a sustainable long-term platform for growth.

Was launching a new project in the Maldives a logical next step in your Asian strategy?

Yes. We deliberately chose Asia as one of our key growth regions. It is where favorable macroeconomic trends, a growing middle class, and sustained demand for resort real estate come

diversification, early entry, and a focus on a sustainable, investment-driven product.

The Maldives is traditionally associated with secluded ultra-premium resorts. How did you identify an entry opportunity in this market?

The Maldives is one of the strongest resort brands in the world, with limited supply and high barriers to entry. For a long time, the market operated as a relatively closed circle of large hospitality players: land was allocated to government-backed entities and international corporations that developed resorts for their own operations. The midscale and upper-midscale segments remained underrepresented, while income-generating formats for private investors were almost non-existent.

In recent years, the market has started to evolve. New development models have emerged, international investor interest has increased, and the market has become more open to flexible ownership and investment formats. We saw a structural gap between supply and demand, and an opportunity to introduce a new product format to a market that is only beginning to transform. This is a good example of early entry into a segment where demand is already mature, but development solutions are still limited.

What is the key difference between the Radisson Resort Maldives format and more traditional Maldivian resorts?

First of all, it is our approach to the product. We started with modern lifestyle patterns and guest expectations: convenient access, the possibility of comfortable longer stays, an intuitive accommodation format, and infrastructure designed for couples, families, and guests who combine leisure with work.

The project is located on Thulusdhoo, around 30 minutes from the airport, which makes the resort more accessible while preserving the sense of a secluded



Radisson Resort Maldives sets a new benchmark for Teus Group as an international developer. It is a flagship reference project in terms of product quality, partnership with a global brand."

expanded its range of product formats. At the same time, we are deepening our cooperation with international hotel operators, because for us it is essential that income-generating real estate is managed by established brands with clear standards and transparent reporting for investors.

We compete in the international development space by entering strong locations, choosing the right format, and creating products that are easy for investors to understand — including investors from the UAE and the wider GCC. At the same time, we approach

together. In several Asian markets, the regulatory environment can also be more flexible than in parts of Europe, creating more room for developers and broader access to attractive formats for investors.

For Teus Group, it is important to enter markets at a stage of active development. That is the logic behind our existing destinations, and it is the same approach we are taking in the Maldives. These are markets with strong tourism brands, constrained supply, and long-term growth potential.

Launching a project in the Maldives is a natural continuation of our strategy in Asia.



Basel Houari
Founder and CEO
Teus Group



island getaway. That convenience lowers the barrier to travel and broadens the property's appeal without compromising the Maldives experience.

How do you assess your experience working with international operators, and how important is cooperation with global hotel brands for you?

Global brands can support occupancy, strengthen operational discipline, and provide investors with a more predictable operating model. They work to clear standards, take over day-to-day management, and carry reputational responsibility for performance.

For us, this is a key part of the strategy. In global practice, major investors and family offices tend to prefer this model because it reduces risk and makes the investment case clearer and more transparent. We want our projects to become stable long-term assets, and that is difficult to achieve without a strong operator.

How did the process of signing the agreement with Radisson unfold, and what was decisive in this partnership?

It was a deep and highly collaborative process. We carefully analyzed the location, concept, financial model, and target audience. For us, it was important that the operator be involved not only in managing the completed asset, but also in shaping the product from the early stages.

The decisive factors in this partnership were Radisson's expertise in the upper-midscale segment, its operational standards, and its ability to deliver stable long-term performance.

We looked at the partnership from the investor's perspective and asked a simple question: how comfortable would investors from the UAE and the GCC feel entrusting their asset to this brand?

Who is the target audience for Radisson Resort Maldives?

Our target audience includes private investors, family offices, and private capital from the UAE, the wider GCC, and Europe who view resort real estate as a long-term defensive asset and are looking for a clear income model under international management. For them, stability, transparency, and predictability are essential.

We also see demand from investors who already have experience in international markets and want to diversify their portfolios with resort assets in strong locations.

Why do you consider the entry threshold of around EUR 250,000 a competitive advantage?

Because it opens up a new investor segment for the Maldivian market. Traditionally, investment in this market required significantly larger capital commitments, which naturally limited the number of participants.

We are offering a format that preserves the standards of an international resort while making entry accessible to a broader investor base without compromising quality. That broadens the buyer pool and can support future liquidity while helping us build a more diversified investor base.

How does the project combine investment returns with personal use, which is typical of income-generating resort real estate?

The project will operate as a full-service hotel under an international operator, which is designed to provide stable operating income. At the same time, investors will retain the option to use their unit personally for a limited number of days each year without undermining the operating model.

This balance allows investors to combine financial logic with the emotional value of owning resort real estate in the Maldives, one of the world's strongest tourism brands.

What level of returns do you forecast for the project, and what factors will influence them?

Performance will depend on several factors: stable tourist flows, limited supply, efficient management by an international operator, and accurate product positioning in terms of pricing and format. For us, it is essential not to overstate expectations and to work with performance indicators that can be delivered operationally.

What role should Radisson Resort Maldives play in the further development of Teus Group?

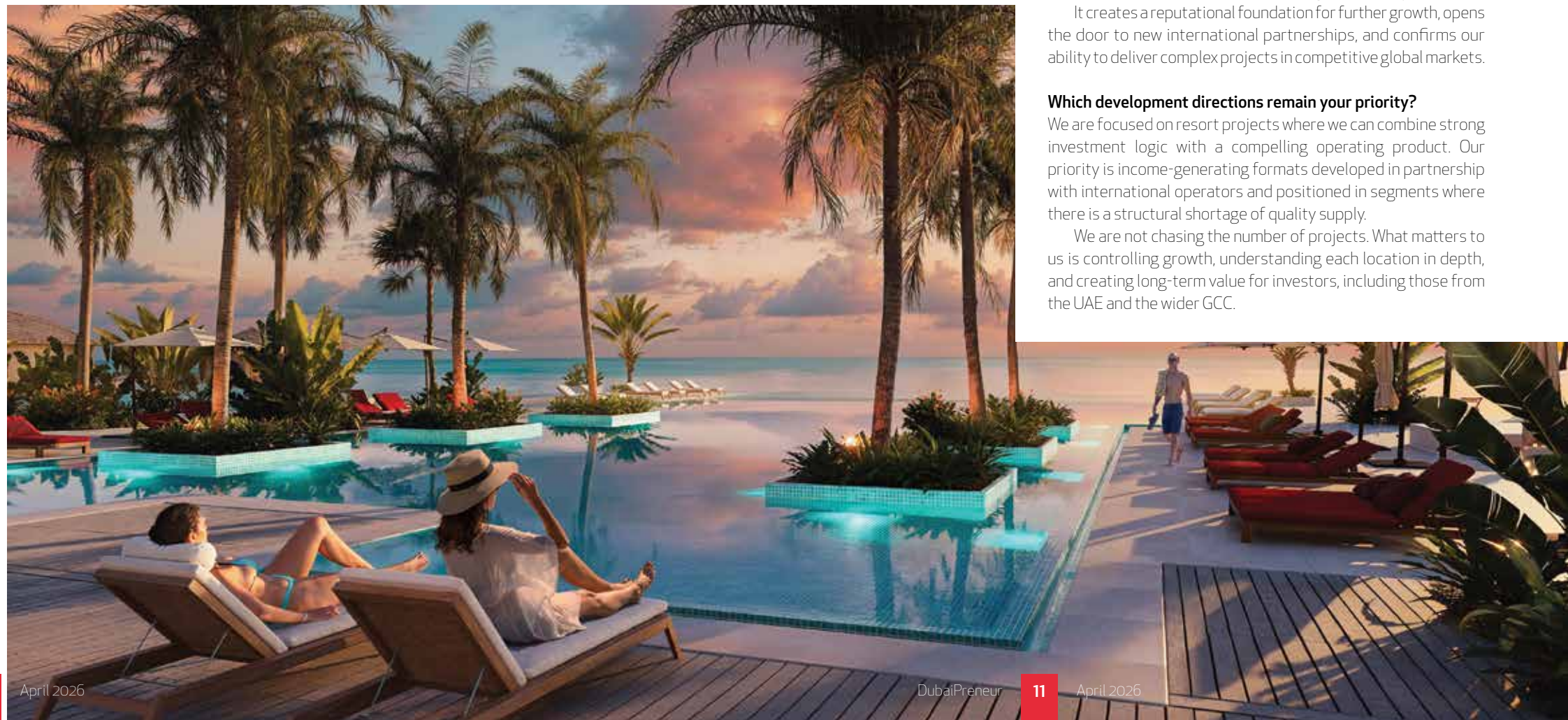
Radisson Resort Maldives sets a new benchmark for Teus Group as an international developer. For us, it is a flagship reference project in terms of product quality, partnership with a global brand, and execution in a complex but high-potential jurisdiction.

It creates a reputational foundation for further growth, opens the door to new international partnerships, and confirms our ability to deliver complex projects in competitive global markets.

Which development directions remain your priority?

We are focused on resort projects where we can combine strong investment logic with a compelling operating product. Our priority is income-generating formats developed in partnership with international operators and positioned in segments where there is a structural shortage of quality supply.

We are not chasing the number of projects. What matters to us is controlling growth, understanding each location in depth, and creating long-term value for investors, including those from the UAE and the wider GCC.



Design Begins with Observation

The creative director behind Busar & Co., Busari Yusuf has built his work around a quiet but deliberate idea: to take familiar, often overlooked objects and reconstruct them into refined, structured pieces. It's an approach that shifts jewelry away from decoration and toward interpretation.

"I'm interested in transformation," he says. "Taking something ordinary and refining it until it becomes something else entirely."

That philosophy runs consistently through his work. A button—simple and utilitarian—becomes the foundation for diamond-set earrings and cufflinks. The original form remains recognizable, but the execution elevates it into a new context. It's not about exaggeration, but control.

His process also draws from architecture. In one piece, Busari translated the structure of the Empire State Building into a ring, using its vertical lines and proportions as a framework. Rather than replicating the building, the design distills its essence into something wearable.

Material, in his work, is never the starting point—it's a



component. Gold and natural gemstones are selected not just for their value, but for how they interact with form, weight, and proportion. The result is a restrained aesthetic where structure leads and material supports.

"There has to be intention," he explains. "Nothing is added without purpose."

Part of this perspective can be traced back to his upbringing in Africa. Rather than influencing his work through direct visual references, it shaped how he sees and values everyday objects.

"In environments where you don't always have excess, you notice things differently," he says. "You pay attention to what's already there."

That awareness translates into a design language built on simplicity and clarity. Objects that might otherwise be dismissed—a paper clip, a button—become starting points for exploration. Through refinement, they are repositioned as considered, structured pieces.

As Busar & Co expands beyond the United States, Dubai has become a natural extension of the brand's direction. The city's alignment with luxury and design provides a context where both material and execution are understood and appreciated.

Behind the scenes, the growth is supported by a structured operational approach. Busari works closely with his operations manager, Olayinka Osadare, ensuring that production, coordination, and logistics remain consistent as the brand develops across markets.

Still, the foundation remains unchanged.

Each piece begins with something familiar—then moves through a process of reduction, control, and refinement. What emerges is not simply jewelry, but a reconsideration of form itself.





What is the inspiration behind your collection?

The starting point for most of my work is transformation. I'm interested in taking everyday forms—things people recognize without thinking—and reworking them into something more refined and intentional.

For example, we've explored turning a simple button into diamond earrings and cufflinks. The familiarity is still there, but the execution shifts it into a completely different space. I've also designed a ring inspired by the Empire State Building, translating its structure and proportions into a wearable form. That balance between recognition and reinterpretation is what drives the work.

Do you use gold, silver or other precious metals in your collection?

Yes, we primarily work with gold and other high-quality materials depending on the piece. But for me, the material is only part of the equation.

I focus on how it interacts with form—how the weight, structure, and finish come together. The goal is to make sure the material supports the design rather than leading it. We also work with natural gemstones, selected carefully to align with the clarity and structure of each piece.

What is the price range of your collection?

The range varies depending on the level of development and the materials involved.

Some pieces are more minimal and accessible, while others are highly detailed or custom, which naturally places



Olayinka Osadare
Operations Manager
Busar & Co



Busari Yusuf
Creative Director
Busar & Co

them at a higher level. The focus is always on the integrity of the design and execution rather than fitting everything into a fixed range.

Selling online is catching up these days—what have you done to make your online presence strong?

We treat our online presence more like a curated environment than a traditional store.

The focus is on how the work is presented—clean visuals, controlled settings, and minimal distraction. We also share parts of the process behind the pieces, so people can understand how they're developed, not just how they look. That creates a more complete experience.

You are originally based in the LAGOS—what made you expand to Dubai?

Dubai is a strong environment for design and luxury. There's an appreciation for both material quality and presentation, which aligns with how I approach the work.

It also allows the brand to exist within a broader, more international context. As we expand, I work closely with my operations manager, Olayinka Osadare, to ensure everything—from production to logistics—remains structured and consistent across locations.

How has growing up in Africa influenced your design approach?

It influenced my perspective more than my aesthetic.

Growing up in Africa, you develop a different relationship with everyday objects. You pay attention to things people might overlook. That mindset carries into my work. I'm drawn to simple forms—a button, a paper clip—and I try to rework them in a way that gives them presence.

It naturally leads to a more minimal and intentional design approach. Nothing is added without purpose.





Sabi Unique

COLLECTION



Sabiha Jamal

A brand that celebrates individuality through fashion. Blending heritage-inspired designs with modern aesthetics - offering garments that not only enhance confidence but also tell a unique story of self-expression.

Sabi Unique Collection was born from a deep passion for fashion that celebrates individuality, elegance, and self-expression. What began, in 2008, as a simple vision to create high-quality garments that make people feel confident and beautiful, the company many has grown into a trusted name known for its commitment to craftsmanship and style.

Sabha Jamal, owner of Sabi Unique Collection, said, "For us, fashion is not just about clothing, but about telling a story and embracing identity, making every outfit more than just a fabric—it becomes an experience."

Sabi Unique Collection offers an extensive range of clothing - from traditional attire that reflects heritage and timeless beauty to contemporary designs that embrace modern trends, the collection is thoughtfully curated to meet the needs of a wide audience.

At the heart of Sabi Unique Collection lies an unwavering commitment to quality craftsmanship. Every garment is created with meticulous attention to detail, ensuring that it meets the highest standards. This dedication ensures that every piece not only looks exquisite but also stands the test of time. Timeless design is another cornerstone of the brand's philosophy. Instead of chasing fleeting trends, Sabi Unique Collection focuses on creating styles that

remain relevant and elegant across seasons. This approach allows customers to invest in clothing that feels current yet enduring, making each purchase meaningful and lasting. Sabi Unique Collection stands as a symbol of elegance, creativity and responsibility. With its strong foundation in quality, timeless design and customer satisfaction, it continues to redefine fashion excellence for those who value both style and substance.

The CEO Wardrobe

In the age of global influence and cultural capital, the modern CEOs don't just wear a brand—they wear a story. In the Emirates, power dressing has evolved beyond global trends. In a market where a founder can close deals in a café, a penthouse or a co-working lounge before a formal meeting, impression travels faster than introduction. The new leadership uniform is a fusion of heritage, craftsmanship and modern minimalism—where culture becomes the quiet currency of influence.

Power used to have a uniform: dark suits, silk ties, leather briefcases. But in the Middle East, CEOs of 2026 carry a different kind of status symbol—one stitched in culture, rooted in identity and amplified by global aspiration. The UAE's boardrooms are some of the most global on the planet—yet the most compelling style statement right now is not imported, but is intentionally rooted.

In 2026, UAE CEOs and founders are embracing a new era of power dressing: one that blends regional identity, South Asian craftsmanship, Arab tailoring influences and investment-led luxury into a wardrobe that signals more than success—it signals presence.

From Power Suits to Power Signatures

Where suits once dominated leadership attire, the UAE's new style playbook favors structured jackets and separates inspired by tradition but engineered for authority:

- The bandhgala—worn in breathable wool blends or lightweight silks, cut like an executive blazer
- The Nehru jacket—minimal brocades, matte buttons, modern layering
- The kandura + bisht influence—seen in clean lines, fluid tailoring and tonal sophistication
- The jodhpuri silhouette—reimagined with tapered trousers, monochrome palettes and soft-power textures

This is not cultural dressing for occasions. This is cultural dressing for impact.

Dubai, the Runway for Cultural Capital

Dubai's unique consumer mix has turned heritage fashion into a form of executive storytelling. Wealth moves into the country

faster than goods move out, creating a market where luxury is shaped locally, not remotely.

Fashion houses are opening UAE studios, gold jewellery is purchased as an asset class and heirloom, and CEOs now reflect that same mindset in personal styling—buying pieces that carry emotional equity and long-term value.

A leader wearing a handloom silk bandhgala or a subtle antique-gold lapel pin isn't signalling ethnicity. It is signalling 'Confidence in origin. Command in delivery. Clarity in ambition.'

The New CEO Accessory Code

In the Emirates, accessories speak softly but strategically:

- Antique or temple-motif gold kadas, rings and cufflinks instead of conventional metal hardware
- Cultural lapel pins in gold or enamel replacing logo-heavy badges
- Textile storytelling via Ajrakh pocket squares, styled like swatches of identity
- Matte-finish minimal buttons that echo luxury without echoing noise

The rule is clear: heritage is the accent; fit is the authority.

The UAE's boardrooms are some of the most global on the planet—yet the most compelling style statement right now is not imported, but is intentionally rooted.

Why This Shift Matters Now

Because the UAE's business landscape rewards influence as much as investment, and narrative as much as network. Personal brand is now a measurable business asset, and wardrobe has become its first visual handshake.

In a market where a founder can close deals in a café, a penthouse or a co-working lounge before a formal meeting, impression travels faster than introduction.

The Bottom Line

As business becomes more personal and brands become more human, leadership style has found a new expression: tradition-inspired power dressing. The UAE CEO wardrobe is no longer about looking powerful in a global mould. It is about becoming unmistakable in your own. The future of leadership style belongs to those who don't dress for attention, but for recognition. And in the UAE, recognition is earned not by volume—but by identity worn with intention and tailored with precision.

UAE Rally Racing Drives Sport, Tourism, Investment Growth



Rally racing in the UAE has strengthened its position as a leading competitive sport while playing an increasing role in supporting tourism and investment.

Over decades, the UAE has emerged as a global destination for major rally events, leveraging its diverse desert terrain and advanced infrastructure to secure a prominent place on the

international motorsport calendar.

Key events include the Abu Dhabi Desert Challenge, Dubai International Baja, Abu Dhabi Baja Challenge, and Liwa International Festival races, combining sporting and entertainment activities.

The Abu Dhabi Desert Challenge, founded in 1991 by Mohammed Ben Sulayem, remains one of the world's most demanding cross-country rallies, held annually across five stages in the Al Dhafra desert as part of the World Rally-Raid Championship. Its 35th edition is scheduled for November.

The Dubai International Baja continues to attract wide international participation, featuring competitors from over 30 countries and dozens of vehicles, reinforcing its status as a major event in the global short-format rally calendar.

Rallying in the UAE has evolved significantly since the launch of the Dubai Desert Rally in 1997, later expanded into Baja format, with categories including cars, motorcycles, quads and buggies, broadening participation and competition.

Events are hosted across key locations including Al Dhafra, Al Ain and Dubai desert, offering varied terrain and accessibility for spectators.



Abu Dhabi Welcomes Mondrian

Mondrian Abu Dhabi, located along the Abu Dhabi canal, will be a spectacular hotel that will provide waterfront views overlooking both Reem Island and Maryah Island, as well as direct views of the city skyline.

The Skyscraper hotel will feature 221 rooms and 80 serviced

apartments, as well as six unique food and beverage venues, a ballroom, four meeting rooms, a spa, a swimming pool, a kid's club, a retail area and a world-class fitness area, making it a welcomed addition to Abu Dhabi's buzzing city centre.

Museum of the Future Receives 5 Million Visitors Since Opening

Mohammad Abdullah Al Gergawi, Chairman of the Museum of the Future, affirmed that Dubai and the United Arab Emirates have made designing the future a shared global goal, uniting the world to create a better tomorrow by leveraging present and future opportunities, serving communities and ensuring the best for future generations. His remarks came on the occasion of the fourth anniversary of the Museum of the Future's opening, as it approaches the milestone of five million visitors since its opening on the 22nd February 2022. The figure reflects the Museum's expanding global presence and growing demand for its programmes and unique experiences. It also reinforces its status as a leading destination attracting visitors from diverse cultures and nationalities as well as a platform where great minds exchange expertise and transform forward-looking ideas into reality.

"The Museum of the Future, which embodies the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, by bringing together leading minds from around the world to ask the right questions and develop practical solutions for



the challenges of tomorrow. Since its launch four years ago, the Museum has evolved into a thriving knowledge-based ecosystem that turns ideas into programmes, dialogues and experiences that inspire, equip and serve as a laboratory for practical solutions to tomorrow's challenges," said Al Gergawi.

"The Museum of the Future bridges thought and experience, dialogue and application. It has become a global space that empowers people to understand rapid transformations and prepare for them. It reflects the UAE's message that the future is not something to wait for, but something to design and build today through innovation and creative collaboration," he added.

Over the past four years, the Museum of the Future has recorded a distinguished track record of achievements and milestones. It has hosted 620 events, conferences and talks addressing key themes including artificial intelligence, sustainable cities and the future of education, health, the economy, work, technology and the arts. It has also organised 224 educational programmes, specialised workshops and interactive learning experiences targeting a diverse range of age groups and professional sectors.

In 2025 alone, the Museum welcomed nine Heads of State and 46 Ministers for official visits, alongside diplomatic and governmental delegations from around the world, further consolidating its position as a destination for high-level engagement.

Best Phone to Buy in 2026

A phone says a lot about your personality
DubaiPreneur guide for some of the sleekest and the meanest phones for the season ahead



iPhone 17 Pro Max

The iPhone 17 Pro and Pro Max are surely going to look very similar to the current generation, seeing as Apple tends to stick with its designs for several years and the iPhone 17 generation only just debuted the full-width camera 'plateau'. This phone makes the head turn. It features a brand-new 48MP Fusion camera with a quad-pixel sensor, a 48MP ultrawide camera, and a 12MP telephoto camera with a tetraprism.

Xiaomi 17

Xiaomi's next hero phone made its debut right on schedule, just after Qualcomm had made its next-gen Snapdragon 8 Elite Gen 5 chipset official. The firm skipped 16, and was unashamedly upfront about why: it's aiming to take on Apple, and is going about it with a strikingly similar design.



Google Pixel 10 Pro XL

It is the finest smartphone you can buy right now. It combines ultra-premium hardware with the most accomplished software experience you'll find on any phone, while simultaneously having no significant weaknesses.

The stylish design and gorgeous 6.8-inch display immediately stand out, while the benefits of excellent durability and IP68 water and dust resistance become more significant over time. The cameras offer the best point-and-shoot photography experience you'll find on any phone, with video quality not far behind these days. The AI camera features are hit and miss, with 100x Pro Res Zoom unusable at times, but they can easily be turned off. Elsewhere, the introduction of built-in Qi2 wireless charging and a new ecosystem of 'Pixelsnap' accessories is a big deal for Android. But improved 45W charging and solid battery life mean you shouldn't need to rely on it too much.

And when it comes to software, the Pixel remains unmatched. Android 16's new Material 3 Expressive is slick and easy to use, while Google is committing to prompt updates for a full seven years.




Samsung Galaxy Z Flip7

It is a small phone that easily flips into the pocket it keeps everything you love about a traditional phone and flips it into something way more convenient. It's the familiar design you know, reimagined to fit small pockets and big moves.



Creating high-yield hotel and residential complexes in the best resort locations in the world



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