



# Ali Alsloom

Author, Cultural Consultant,  
Professional Speaker, TV Show Host

## About Ali

Ali Alsloom is one of the fastest rising media stars and public speakers in the Gulf. He has delivered his intercultural awareness talks to hundreds of business groups and has given tours of Abu Dhabi to such luminaries as Frank Gehry and Antonio Banderas as well as heads of state. His TV show, Ask Ali, reaches thousands, as does his column in the weekly magazine M. For his work as a cultural ambassador, Time Out Dubai even recognized him as one of their 40 Local Heroes in 2008.

Ali studied in North America, obtaining his undergraduate degree in hospitality from the University of Central Florida and his Masters in Business Administration from Wilfrid Laurier University in Canada. He worked in hospitality for the Beach Rotana chain as well as a stint setting up a brand new Meetings, Incentives, Conferences, Exhibitions department with the Abu Dhabi Tourism Authority. Add to that, his extensive worldwide travels and you can see why he is considered the pre-eminent Emirati expert in intercultural affairs.

## What Ali brings to your event

Intercultural awareness isn't just for academics anymore — it's for everyone. If you're doing business in the Gulf or just here on a vacation, Ali will make your stay memorable. Ali is a passionate presenter and his strong cultural and religious awareness allow him to give a unique insight into Gulf culture in every session he conducts. He has made it his mission to reach out to visitors and give them the inside information on Emirati customs and traditions.

His positive energy and open-minded approach will inspire your audience and enrich their stay in the Emirates. And remember, if anyone has any questions, Ask Ali and he will answer.



“I no longer work, I create” - Ali Alsloom

# What people are saying about Ali

"An effective way to help expatriate staff gain a deeper insight and knowledge of the values, vision and heritage of the country in which we have chosen to live and work. Ali Alsloom is an engaging, enthusiastic communicator whose commitment is evident in his interactive and motivating workshops."

Sheikha Mahra Khalid Saqer Al Qassimi, TDIC

“ an engaging, enthusiastic communicator ”

“ Ali's presentation is vital in today's world ”

" Our members and guests thoroughly enjoyed the interactive approach and were able to gain a better insight into the Arabic culture along with a greater respect for its people. Ali's presentation is vital in today's world, where the Arabic culture and traditions are often greatly misunderstood. We highly recommend 'Embrace Arabia' to any business or individuals interested in learning about and working in the Gulf."

Ahmed Shehada, Chairman, Canadian Business Council

“ We learned a great deal about the UAE in a very short amount of time ”

"Thank you so much for an outstanding cultural tour and briefing of both Abu Dhabi and Dubai, two very different and diverse cities. We learned a great deal about the UAE in a very short amount of time, and our faculty and administrators benefited very much from your in-depth knowledge. I highly recommend Embrace Arabia to other university groups from the United States and from around the world."

Aleta Wenger, Yale University

## Get in touch with Ali:

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Watch Ali in action and get more information on:

[www.alialsloom.com](http://www.alialsloom.com)

# Some of Ali's Presentations

## It's All About Local Knowledge

An unintimidating and interactive introduction to Emirati culture that will help you adopt, accept and overcome any social challenges you might face in the Middle East. Peppered with amusing anecdotes, this presentation will teach you when it's OK to shake an Arab woman's hand, why the men here rub noses and what the heck "insh'allah" means.

## Be a Pioneer or Disappear!

An impassioned call to look to the past to build the UAE's future. Using highlights from his own journey of self-discovery, Ali shows how culture is a crucial in building a solid educational system. His pride in his Emirati heritage will inspire others to develop their natural talents and use them in their careers.

## I No Longer Work, I Create

This motivational speech encourages listeners to "be passionately creative" when searching for solutions. The letters of his name, A-L-I, stand for Action, Learn and Inspire, and he will share his story about how this simple three-step device can change your life.



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