

# THE FIRST WORD

PERSPECTIVES FROM THE TOP

## YOUNG ENTREPRENEURS CREATING WEALTH

*The 21st century has given rise to the first billionaires under the age of 30. GC asks some of the youngest CEOs in the region if it's easier to create wealth today in the UAE than ever before.*

BY SHANE PHILLIPS



**AMBAREEN MUSA**

Founder and CEO, [Souqalmal.com](http://Souqalmal.com)

“CREATING VALUE AND WEALTH IS OFTEN NO LONGER DEPENDENT ON YEARS OF EXPERTISE OR SENIORITY, BUT ON BEING INNOVATIVE, SPOTTING THE LATEST TRENDS IN THE MARKET, ADAPTING QUICKLY AND BEING WILLING TO TAKE RISKS BY BETTING ON UNPROVEN CONCEPTS. THESE ARE TYPICALLY CHARACTERISTICS MORE LIKELY TO BE ASSOCIATED WITH YOUNGER PEOPLE.”



**MAKAREM BATTERJEE**

CEO, [Shababco Enterprises](http://Shababco Enterprises)

“Second and third generation entrepreneurs are getting involved in the region’s family businesses, many with freshly minted Ivy league MBA’s. So we are witnessing a much more sophisticated generation that enjoys a much stronger infrastructure base than any previous generation has experienced.”

**YOUSUF AL HASHIMI**

**Co-Founder and Managing Partner, Ahdaaf Sports Club**

“Opportunities to create wealth have drastically increased despite the recent economic downturn.

Young entrepreneurs in the UAE have a wide source of monetary and advisory support through programs such as DubaiSME and the Khalifa Fund.”

**ASMA LOOTAH**

**Founder and CEO, The Hundred Pilates Studio**

"Young entrepreneurs have more access to knowledge, tools and opportunities to set the path towards becoming a millionaire. However it has never been an easy task, whether in the past or now."

**MICHAEL TRUESCHLER**

**Co-Founder and Managing Partner, Citruss TV**

“People and investors lost the sense for the real value of money when millions and even billions are spent, invested or lost without hesitation. I wouldn’t say it is easier to create wealth today, but wealth can definitely be created (and lost) much faster today than in the past.”

