

JAZIA AL DHANHANI

Chief Executive Officer, Dubai Design and Fashion Council

Jazia Al Dhanhani is the Chief Executive Officer of the Dubai Design and Fashion Council (DDFC), a governmental entity established to develop and nurture a sustainable design industry in Dubai. She is responsible for providing strategic leadership for the organization and establishing an overall framework for DDFC.

DDFC's mandate is to raise the profile of Dubai as a regional and global destination for design and fashion, ensure the contribution of the creative industries to the sustainable development of the Emirate, stimulate trade and tourism, develop local talent, and attract companies operating in the fields of design and fashion to Dubai.

Prior to becoming CEO, Jazia was part of the core DDFC team where she led the development of DDFC's strategic plan to ensure alignment to the objectives of the Council set out by His Highness Sheikh Mohammed bin Rashid Al Maktoum. During this time, Jazia was instrumental to the successful launch of DDFC's key initiatives, among which was the inauguration of the Dubai Institute of Design and Innovation – a major milestone for the regional design industry.

Jazia Al Dhanhani has over 22 years of experience within the creative industries, having held a variety of strategic positions and working for some of the most reputable companies in the UAE including SmartCity, a project under the international arm of TECOM Group, Emaar Properties, one of the largest property development companies in the world and Sharjah Investment and Development Authority (Shurooq), a government entity dedicated to enhancing Sharjah's appeal as an investment, tourism and business destination.