

CULTURAL DIVERSITY IS KEY TO AN INNOVATIVE WORKPLACE

Successful companies provide equal opportunities for all, Arab Media Forum 2017 hears

Dubai, United Arab Emirates, 2 May 2017: Businesses that recruit a diverse mix of employees are more likely to be highly innovative and creative in their respective industry, new research has found.

In a new YouGov study exclusively commissioned by DP World, 77% of respondents* from the GCC and North Africa strongly agreed that cultural diversity was key to a more innovative workplace.

A large majority of respondents (78%) said that they were more attracted to a company that employed a diverse mix of employees, rather than ones with employees who matched their own background, culture and thinking.

Other important factors linked to innovation in the workplace were a balanced mix of age groups (68%) and a balanced ratio of male-to-female employees (61%).

The results of the study, entitled '**Diversity in the Workplace**', were revealed by DP World Group Chairman and CEO, Sultan Ahmed Bin Sulayem at the 16th edition of the Arab Media Forum (AMF). The 2017 event, which attracted prominent industry leaders and media professionals from the region and beyond, took place between 1-2 May 2017 at Madinat Jumeirah Dubai under the theme, 'Civil Dialogue'.

Sultan Ahmed Bin Sulayem, Group Chairman and CEO, DP World, said: "We talked to young people in our region and listened because they are our leaders of tomorrow. The findings highlight how cultural diversity is more important than ever to them in their workplace.

"It is crucial for successful business and entrepreneurship, strengthening a nation's economy in the process. The more diverse a workplace is, the more it benefits from creative and innovative thinking. It is the ethos of the world's most successful and respected companies around the world."

While increased cultural diversity resulted in greater creativity and innovation, the research found that it also increased productivity and made for a more engaging and enjoyable working environment.

Comparatively, the majority of respondents felt that religious diversity and inclusiveness of colleagues with disabilities had a limited effect on innovation, highlighting that personal beliefs or circumstances should not influence a hiring manager's decision in attracting the right talent.

Mr. Bin Sulayem concluded: "Diversity and inclusion enhances our talent with different world experiences and skills, they make us an employer of choice, and they make us a sustainable company for the long term. At DP World, our strength lies in our workforce, an exceptionally talented team that's comprised of members from all corners of the world. Innovation is at the heart of what we do, and the more accessible we make employment for all, the better."

With a presence in over 40 countries, DP World employs 36,500 employees with 103 nationalities.

**A total of 3105 respondents, aged 18-to-25 years, from the GCC and North Africa*

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