



*Maha Al Sibai*

Chairperson - Dubai Business Group for Gold & Jewellery Designers  
Founder & CEO Maha Al Sibai - Jewellery LLC

In an exclusive with Ms Maha Al Sibai, The New Jeweller UAE bureau gets to know the vision behind the initiation of 'Dubai Business Group for Gold & Jewellery Designers' and the importance of the platform for budding and established jewellery designers. In this interview she also opines on the agenda that the council has drawn for the year and the opportunities that lay for jewellery designers in becoming members of the council. Excerpts:

**What is the purpose of forming the Dubai Design Council and what are the advantages that you foresee for the members of the council? What are the criteria for becoming a member of DDC?**

The UAE government's business friendly policies are known worldwide and Dubai today is the most important gateway for trade and its pro trade policies with stringent regulations is a case study for many economies. The government is always ready to support trade members and give credit to new ethically driven business practices by creating the right ecosystem for businesses to flourish. Dubai also focuses on supporting the art and artists at ground level and helps them to create magnificent art forms. To further enhance this, the Dubai Chamber of Commerce has initiated

# Dubai Business Group for Gold & Jewellery Designers

World Class Platform for Jewellery Designers to Learn, Connect, Collaborate & Excel

the Dubai Design Council to support the Jewellery Designer fraternity and encourage them to explore and create exquisite designs that can have a pride of place in the global jewellery sector. The "Made in Dubai" concept can very well be established worldwide with the efforts of Dubai Design Council.

Dubai Design Council has categorized the membership process according to the level of experiences of jewellery designers as under:

**Category A:** This category is for members who are established professionals who either have their own license or render services to larger organizations in the Industry.

**Category B:** This category is for starters who have little bit of an experience in the field of jewellery along with a good educational background and would want to further expand in the sector.

**Category C:** This category is for generally people / students who have a passion for jewellery designing but lack formal education. Dubai Design Council counsels such candidates and gives an opinion on the Industry and the opportunities that would be presented to them post education.

Each of these three categories have different levels of benefits and support. The membership fee also varies according to categories. Dubai Design Council also plans to provide Digital Platforms, Educational Mining trips, Manufacturing support and more to the members that I do feel will go a long way in enhancing their respective careers in the Industry.

**Does the 'Dubai Business Group for Gold & Jewellery Designers' have an Agenda for its' members for the year? Has a calendar of activities been drawn yet?**

Yes, we have formulated an agenda for the year and are in the

## BOARD MEMBERS

**Maha Al Sibai**

**Chairman**

Founder & CEO  
Maha Al Sibai  
Jewelry LLC

**Ali Al Ali**

**Vice Chairman**

Founder & Creative  
Director Tally  
Jewelry

**Eng.  
Khawla Alnoman**

**Treasurer**

Founder & Designer  
Alhes Jewelry

**Vinita Michael**

**Director  
Membership  
& Marketing**

Founder &  
Creative Director  
Vinita Michael LLC

**Nosheen Bakhsh**

**Secretary General**

Founder &  
Creative Director  
Sheen Jewelry

**Tamara AlShamari**

**Public Relations**

CEO & Founder of  
TAIIA and VIIBE  
Jewelry, Jewelry  
Consultant

process of announcing the program dates very soon. We are also planning to launch the 'Dubai International Jewellery Awards' that is destined to set precedents among the global Jewellery Design segment. Apart from this we will also be announcing our Physical and Digital Trade Hub under the title, 'Dubai Jewellery Narratives'. We are also conceptualizing Educational Workshops under the DDC banner that will again be announced soon.

jewellery, also an award winning jewellery designer, and handles the public relations department in the Group. And lastly, I am the Chairperson of the Group with over 25 years of experience in the Industry having to my credit around 30 international awards and appreciations in the field. I am really proud of my board members and do wish them the best with the 'Dubai Business Group for Gold & Jewellery Designers'.

**Technology has changed the very paradigm concerning Jewellery Designing. Do you agree? What according to you would be the future with advancements in technology related to designing?**

Yes, technology is taking over in many sectors today and is sometimes challenging to jewellery designers because jewellery designing is an art and a lot of time is put in by designers to create exquisite pieces. The advent of technology in the design sector can enable machines to come up with designs, but may lack the mind, heart and soul of the designer. I do believe technology can replace skills, but not talent.

**Can you briefly tell us about the educational initiatives of the 'Dubai Business Group for Gold & Jewellery Designers'?**

How beneficial will this be for young students Education is very important to build the Jewellery Designers fraternity and in turn strengthen the Industry. 'Dubai Business Group for Gold & Jewellery Designers' has successfully signed agreements with various design institutes to offer our members tailor made courses, special workshops with emphasis on understanding of materials and products that can be used while creating a jewellery piece. Education will enable the Industry to get excellent talent and complement the 'Designed & Made in Dubai initiative'. Our vision is to show the world the exquisite and exclusive creativity of our artists in the jewellery segment. ■



**Can you tell us about the advisory board members who are bringing in their respective expertise to the Designers / Members?**

As of now the members on Board consists of six very experienced and established Jewellery Designers and Educationists. They are: Ali Al Ali, a Dubai Design Academy graduate and award-winning designer of EBDA'A award in Abu Dhabi which was conceptualized and created by veteran Jewellery Designer Azza Al Qubaisi at the Abu Dhabi Jewellery Show. Vinita Michael is responsible for marketing and media relations for 'Dubai Business Group for Gold & Jewellery Designers' and is an award-winning designer and a professional jewellery design educationist and creator of Vinita Michael jewellery, a well-established brand. Nosheen Bakhsh is the creator and brand owner of Sheen Jewellery and is the Secretary of the 'Dubai Business Group for Gold & Jewellery Designers'. Khawla Alnoman is the Owner of well-known brand Al Hes Jewellery and is the Treasurer of 'Dubai Business Group for Gold & Jewellery Designers'. Tamara Al Shamari creator of Taia jewellery and Viibe