





# **Background Information**

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**"Sheikh Mohammed and the  
Making of Dubai, Inc."**

- **Talks about the rapid transformation of Dubai under the leadership of HH Sheikh Mohammed**
- **Discusses the problems faced and how they solved them**

# Leadership



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- Dynamic
- Charismatic
- Makes an effort to connect with people
- His random acts of kindness have helped him gain the affection of his nation

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## Problems Dubai Faced

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- Dubai faced problems related to various sectors
- Dubai's coastline provided limited space for beachside real estate
- Dubai has one of the highest energy consumption levels in the world
- Human trafficking is common in the region



## Causes of the Problems

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- The rapid pace of construction in Dubai
- The marine ecosystem was devastated and many marine creatures lost lives..
- Dubai has been open to pro-western culture in order to attract the foreign investors.

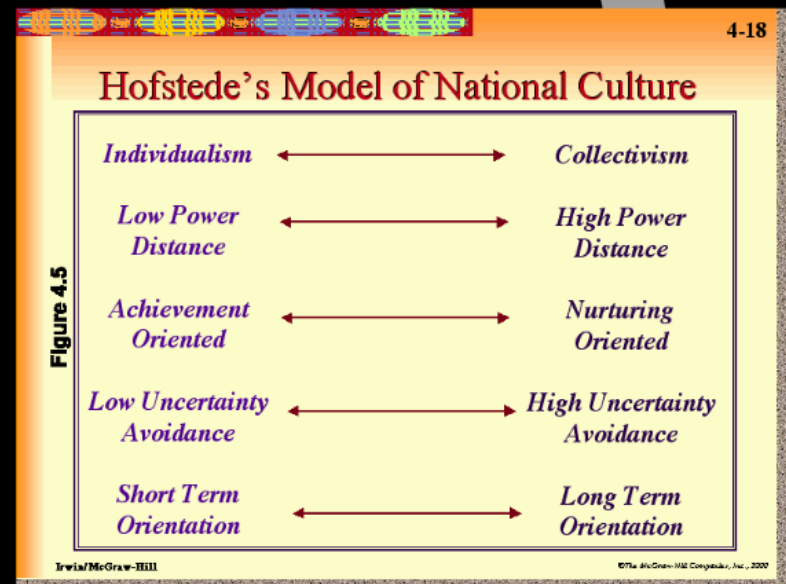




# Causes of the Problems

## Thecasesolutions.com

- Hofstede's national culture
- As the economy is developing, it is becoming more difficult for Sheikh Mohammed bin Rashid Al Maktoum to meet the needs of Dubai's population.
- Sheikh Mohammed bin Rashid Al Maktoum failed to maintain his legitimate power as human trafficking increased due to the neighboring countries which has drastically affected Dubai's Culture



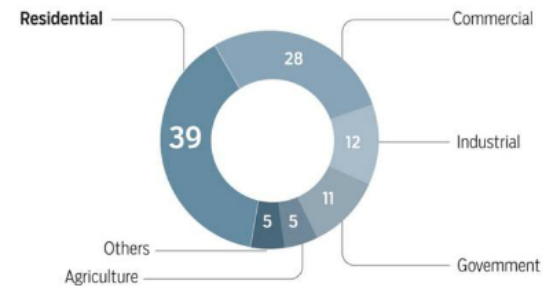
# Sustainability

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- Dubai, whose income relied on crude oil is expected to run out by 2020.
- By taking this into consideration, Sheikh Mohammed thought of diversifying its source of income by promoting tourism and real estate

### UAE Electricity Consumption 2011

Market statistics (%)



Source: ADWEA, DEWA, SEWA, FEWA Statistics

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## *Alternative Solution*

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- **The alternative solution to reduce the consumption of electricity is by creating solar parks which would generate electricity for the city**