

Ms. Noura J. Badawi
Director of Media and Communications
Al Habtoor Group
United Arab Emirates

Noura Badawi is the ‘Director of Media and Communications’ at the Al Habtoor Group.

In her role, Ms. Badawi reports directly to the Chairman, Vice-Chairman and CEO. She is responsible for the overall planning, organisation, and direction of the Al Habtoor Group’s communication and public information activities and promoting the Group to the media.

Ms. Badawi is in charge of fostering and maintaining relationships with local and international news media, editors, reporters, other Communication Directors, partner organisations, international institutions and government officials. She oversees all print media throughout the Group, including Al Shindagah, a widely read global publication covering politic, investment and corporate news.

She is also Chief Communications Officer for the ‘Khalaf Ahmad Al Habtoor Foundation,’ where she is responsible for creating awareness about the Foundation and facilitating opportunities for it to showcase its work. Ms. Badawi also sits on the KAHF Division Board handling international partnerships and grants. The Foundation aims to improve the lives of people in need in the UAE and help them succeed, it also provides aid abroad.

Ms. Badawi sits on the board of the Al Habtoor Group’s Emiratisation Committee, a government initiative to encourage UAE nationals into the private sector. She is also a member of the ‘Philanthropic Activities Committee’ at the Al Habtoor Group.