

SWISS BUSINESS COUNCIL UNITED EMIRATES

30th Annual General Meeting

Wednesday, 25 March 2026 | Media One Hotel, Dubai

MEET THE CANDIDATES

Candidate 1: ALI KANANI from The Visiting Tailor (RE-ELECTION)

Ali Kanani (BSc Hons, MA, MBA) is a business owner and entrepreneur who has served on the SBC Excom for the past 9 years. His company, TAHA, was the first company to be incorporated in the SAIF Zone and he has set up successful arms of his company, specifically in the tailoring sector, in both KSA and Switzerland. He has also been the Treasurer for the SBC for the 3 years.



INTEREST TO CONTINUE AS BOARD MEMBER (RE-ELECTION)

- Representing the Swiss Business Community in the United Arab Emirates and Switzerland.
- Continuing the role of Treasurer for the Swiss Business Council.
- Being an active member of the board and contributing ideas and strategies to best serve the Swiss business community.
- Support initiatives to attract new members, thus enhancing the experience for all members.

Candidate 2: NICO TSCHANZ from Dexbridge Capital (NEW CANDIDATE)

Nico Tschanz is a Swiss national based in the UAE and is actively engaged in the Swiss business and expatriate community. As the Swiss Abroad Representative to the UAE, he focuses on listening, connecting people, and representing shared interests within the community. With a background in international finance, he aims to contribute a practical, long-term perspective to the work of the Swiss Business Council. He is also the Co-Founder of Dexbridge Capital in Abu Dhabi.



INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- Give back to the Swiss Business Council through active, reliable support of its initiatives.
- Listen to members and foster connections across the Swiss business community in the UAE.
- Represent members' interests in a thoughtful and constructive manner.
- Contribute to the Council's continuity and long-term development.

Candidate 3: NORA DRENSKA HEIM from 'Thanolo' (NEW CANDIDATE)

Nora Drenska Heim is a corporate consultant, coach, and entrepreneur based in the UAE. She lived in Switzerland for 16 years, where she studied International Relations at the Graduate Institute (IHEID) in Geneva and worked in the banking sector. Today, she supports leaders and organisations in leadership development, wellbeing, and performance using psychology-based approaches.



INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- Strong personal connection to Switzerland, having lived for 16 years and calling it home.
- Help promote Swiss values of quality, trust, and innovation in the region.
- Committed to strengthening the Swiss business community in the UAE.
- Bringing leadership, banking, and consulting experience to support the Council's growth.

Candidate 4: PATRICK SULZER from Probus Pleion Middle East (NEW CANDIDATE)

Patrick Sulzer has been living in Dubai since 2006. He has successfully worked in the corporate services and family office space for the last two decades. He mainly focuses on local entry-to-UAE market strategies and opportunities, and also advises his clients on structuring and restructuring. Happily married and proud father of twins, Patrick has a passion for all kind of sports, reading and travelling.

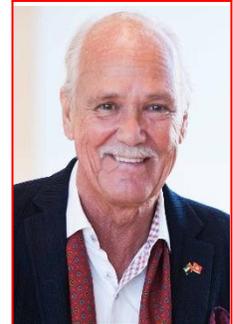


INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- Support SBC's exceptional team and current Board by committing on a day-to-day basis.
- Continue to add value to SBC's membership by further extending the partnerships' network, locally and internationally.
- Brings eight-years of prior experience serving the Board to continue building on Peter and Michael's invaluable work and the legacy they have established, by running for the position of Chairman.

Candidate 5: PETER HARRADINE from Orient Irrigation Services (NEW CANDIDATE)

Peter Harradine is a founding member of the Swiss Business Council UAE and served as its President for 22 years, playing a pivotal role in shaping the Swiss business community in the country. His key achievement includes the development of the iconic Swiss Tower. Based in the UAE since 1976, he is the Managing Partner of Orient Irrigation Services, employing over 3,000 people. A senior architect with Harradine, he has led the design and construction of more than 100 golf courses worldwide, including 10 across the GCC.



INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- The Council is at a critical crossroads, with the simultaneous departure of Laetitia Marotta and Michael Lane creating an unavoidable leadership vacuum.
- Ensuring continuity and stability is essential to preserve the strategic direction that has underpinned the SBC's success over the past 30 years.
- The priority is to steer the Council forward while safeguarding its values, institutional memory, and long-term vision.

Candidate 6: SANDRA LOUW from Ras Al Khaimah International Corporate Centre (NEW CANDIDATE)

Sandra Louw has worked in South Africa, New Zealand, Singapore and Switzerland, guiding global families in collaboration with their network of specialist advisors on the structuring of their wealth. As the CEO of RAK ICC in the UAE since January 2025, she continues to build bridges across professional communities, families, and foster corridors between the UAE and other jurisdictions.



INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- Strengthen the UAE-Swiss corridor through knowledge sharing.
- Increase diversity with the dimension of a smaller Emirate with a global view.
- Support strategic initiatives for trade opportunities between the UAE and Switzerland.
- Actively contribute to activities and awareness of the Swiss Business Council.

Candidate 7: SERENE HADDAD from Nestle Middle East (NEW CANDIDATE)

Serene Haddad, with almost 14 years building and leading global brands and businesses at Nestlé across Switzerland, Europe, and MENA, and having lived in nine countries including Switzerland, she brings extensive experience in marketing, innovation, and AI. Passionate about connecting with local communities and creating lasting impact, she looks forward, as VP of Innovation and AI for MENA, to strengthening the Swiss Business Council’s mission in Dubai.



INTEREST TO JOIN AS BOARD MEMBER (NEW CANDIDATE)

- Strengthening SBC’s link to AI, innovation, thought leadership within Dubai’s ecosystem.
- Supporting the strategic marketing and visibility of SBC’s purpose and flagship programs
- Expanding the SBC’s membership aligned with its mission and values
- Actively contributing to Board effectiveness through consistent engagement and leadership.

Candidate 8: YOLANDA POHL MARIOTTI from Swissly (NEW CANDIDATE)

Yolanda Pohl-Mariotti is Co-Founder & CEO of Swissly (Green Optimum Technical Services LLC), a Swiss-quality renovation and sustainability-driven company in the UAE. A Swiss Business Council member since 2017, she leads the Environmental Group and is committed to growing the Council through focused networking platforms, SME empowerment, and further expanding and strengthening its engaged membership base within the Swiss–UAE business community.



INTEREST TO JOIN AS A BOARD MEMBER (NEW CANDIDATE)

- Elevate the Swiss Business Council as a leading platform for innovation, sustainability, and impact.
- Create meaningful, curated networking ecosystems that empower SMEs to grow and collaborate within the Council and beyond.
- Inspire active membership engagement through purpose-driven leadership and strategic initiatives.
- Strengthen Swiss–UAE economic bridges as an Ambassador of the Swiss Business Council.