



Member Interview



Name	Manal Saho
Nationality	Lebanese/ Italian
Hometown	Beirut, Lebanon
Education	Business Communication
In UAE since	2000
Employer	Myworld UAE LLC
Hobbies	Reading, movies, travelling, puzzles
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Q: Our guest today is Mrs. Manal Saho. Manal is Lebanese and works for the Austrian company, Myworld. Manal, welcome.

Manal: Thank you, Mr. Werner. Thank you for the opportunity.

Q: Manal, can you just tell us a little bit about yourself.

Manal: As you have introduced me, my name is Manal Saho and I'm Lebanese. I was born in Beirut, Lebanon. I would like to say that I'm one of the pioneers. I came to Dubai a long time ago, 20 years ago in 2000. And funny enough, I started my connection with the Austrian community back then. In 2002, I joined an Austrian company called Cyber Consult, and I stayed on board for a very long time, almost 15 years.

And I find myself yet here again with another Austrian company, My World, which is a subsidiary of the forty nine other subsidiaries distributed all over the world. And I'm a business communication graduates. I graduated in Lebanon and so far here I am.

Q: Do you have any hobbies is that you want to share with us.

Manal: Yes, I can share my hobbies, it's safe to share. I love reading, I'm a movies freak and I love travelling. I love discovering new places, new cultures, meeting new people.

Q: OK, Manal, let's talk a little bit about the company that you are actually currently working for, My World.

Manal: My world is genuinely a very innovative concept, it takes all the shopping communities that we find at every corner and brings them to our members who joined for free. So the members get to enjoy all the facilities, all the cash back where they don't have to invest anything.

We normally go about our daily shopping chores. You know, we go to Carrefour, we go to Union Coop - the daily shopping. The nice thing with My World is that with its loyalty program "Cashback World" it gives back to its member's cash back, which is real money. I mean, you see a lot of loyalty programs that give you back the shopping points or give you back something called cash back where you have to spend it within the same entity, on the same premises. The beautiful thing with "Cashback World" is that it collects every type of shopping opportunity where members might go and spend their money shopping for necessities or leisure or whatever and can earn back actual, real money. So it's money that's transferred into the bank account.

We have on board very diversified opportunities for the shopping online with Namshi, booking.com, Amazon, Emirates Airlines. So there's a whole platform of online shopping possibilities. Then we have the offline where you can go and shop at Carrefour and Union Coop for all the daily necessities like Choithram, Westzone and so on and so forth.

So it's basically bringing the merchants from one side who are willing to offer a cashback for members, send through their doorstep from our side, and the members will get to enjoy the shopping possibilities and earn cash back where they are spending the money anyway at the entity. But they get a little bit of reward, which is a cash back into their account.

Q: And this program is open to everybody to enroll?

Manal: Everybody can join. It's a free membership, so nobody has to pay anything. And the nice thing is that it's been around now it's in 50 countries with Moldova being the last one to join. And the nice thing is that it's a single program that works all around the world.

So you join in the UAE, you can still collect cash back when you're in Italy or you're in Austria or you're in Poland. It's distributed all over the world. We are big in Europe, all over Europe, our presence in Australia, Americas, Asia, South Africa, the Middle East and so on and so forth.

Q: So what's your position in My World?

Manal: I'm the managing director. So I think the responsibility is really, you know, bringing in the businesses. If things go wrong, it's my neck on the line. So I'm the managing director and basically my role is trying to connect the merchants into the network, bringing more opportunities for the members where they can find a larger network, more platforms where they can shop and earn the cash back.

Q: In the Middle East in which countries are you active?

Manal: So far, we're active in the UAE. We have an office in Qatar, which is quiet, and we are planning to open Saudi Arabia very soon.

Q: OK, very good. Now, how can the members of the Austin Business Council benefit from what you offering?

Manal: I wanted to say that we are a little bit in competition, you and I, because you already have a few things that you offer us as members of the Austrian Business Council. The difference between us is you offer discounts and we offer money. It's cash back. We can sit down together, send a nice newsletter to all your members and tell them, in addition to the discounts that they get at being ABC members, they can join the cashback world and become cash back members and get cash, which is money back into their account every time they shop.

Q: That sounds like a very good closing statement. Thanks very much for this interview. Thank you very much. And all the best.

Manal: Thank you so much. Have a lovely day.