

GLOBAL AWARDS

CorporateLiveWire 2022/23



National Life

Insurance Co. Ltd

Life Insurance Provider
of the Year - p279

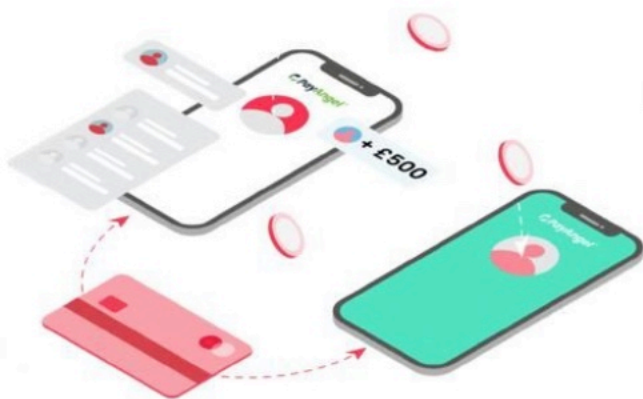
An interview with

Dr Oday Hatim Al Buhamad

Propelling the Gulf market
onto the world stage - p120

Coeval Ltd

Intelligent signage solutions - P296



PAYINC GROUP LIMITED
MONEY TRANSFER
SERVICE OF THE YEAR - P158



**NORTHERN VALVE &
FITTING COMPANY LIMITED**
SPEARHEADING THE
HYDROGEN STRATEGY - P294



**THE HEALTH AND
FITNESS COACH**
WOMEN'S HEALTH & FITNESS
COMPANY OF THE YEAR - P388



Contents



60 Quiet quitting: A viral trend, or here to stay?



90 The top five marketing trends for 2023



180 Artificial intelligence: Past, present, and future



212 Ebola and the Covid pandemic: The lessons learned and mistakes made in Uganda following COVID-19



282 Setting the standards: The world's most ambitious climate action plans



366 Five of the best fashion designers to follow in Asia

20 BUSINESS LEADERSHIP & PROJECT MANAGEMENT

- 20** Black Lives Matter and business leadership: To what extent has the worldwide political and social movement ignited a shift in workplace systems?
- 26** Discovering the leaders of tomorrow: How Dynamis Group's Strategic Leadership Succession approach is a catalyst for positive recruitment
- 28** Confidentially embarking on and successfully meeting the goals of projects everywhere

44 HR & RECRUITMENT

- 44** Choosing the best recruitment model
- 48** Driving better results with consultative recruitment: How KAP Technical is bringing back this traditional recruiting model
- 49** Arthur Rose Recruitment: Meeting the needs of Yorkshire's employers and employees

- 50** Bespoke recruitment that meets the business needs of today and tomorrow
- 52** The challenges of recruiting post-Covid
- 55** Streamlining the recruitment process with GR8 Connect
- 56** Finding the right candidate in scientific & technical fields
- 60** Quiet quitting: A viral trend, or here to stay?
- 64** The power of diversity and inclusion in the workplace: Curating strategies that promote equity and drive growth with Kenroi Consulting
- 66** Internal recruitment and morale: An exploration of the common drawbacks and solutions regarding internal candidate rejection
- 70** The new app set to transform the HR and recruitment industry
- 72** Teleworking regime: labour impacts from HR and legal perspectives

89 ADVERTISING, SALES & MARKETING

- 89** Transforming your online presence with digital design expert CDG
- 90** The top five marketing trends for 2023
- 94** Achieve results with effective growth marketing
- 96** A sporting addiction: The changing landscape of advertising in English football
- 100** The importance of building a solid brand identity and how to do it right

120 LEGAL & REGULATORY COMPLIANCE

- 120** How GCC Standardization Organisation's activities are propelling the Gulf market onto the world stage
- 123** International tax rules: Playing catch up with the digital transformation of the global economy
- 126** The increase of cybercrimes and its impact on data protection and corporate compliance: Are companies ready for the Metaverse?
- 130** Protecting your business with personal data protection specialists JDS Consulting
- 132** Contract dispute and class action in France: Are a few claims good news for companies?
- 134** Exploring the increasing complexity of managing intellectual property
- 136** Intellectual property in M&A transactions and investments: The importance of effective IP due diligence
- 140** Firm in focus: PRIMECASE Law Firm

150 FINANCE & INVESTMENT

- 150** Meeting the needs of the booming Scotch whisky market: How Catton Casks is supplying the ever-growing demand for aged whisky
- 152** A golden ticket to Portugal: An interview with João Cunha on gaining residency status in Portugal via the Golden Visa programme
- 156** The unsung heroes tackling financial crime: How Themis' cutting-edge platform is leading the way for a safer financial future through threat-based intelligence
- 157** Firm in focus: The SpherInvest Group
- 158** The PayAngel sent from above: How PAYINC GROUP LIMITED is increasing connectivity between Africa and global money markets
- 160** Protecting your business, your employees, and the general public

176 TECHNOLOGY

- 176** Propelling a new age of worldwide change-makers and innovators: An interview with Martin Thörnkvist
- 180** Artificial intelligence: Past, present, and future
- 182** Exposing the potential of machine learning with software developer SRIYA DXI LLC
- 184** The best software to streamline your work
- 188** Providing comprehensive protection against the hackers of today and tomorrow

208 HEALTHCARE, LIFE SCIENCES & MEDICINAL INDUSTRIES

- 208** Revolutionising the healthcare sector with augmented reality
- 212** Ebola and the Covid pandemic: The lessons learned and mistakes made in Uganda following COVID-19
- 216** Penetrating niche markets and anticipating client needs
- 218** Harnessing the power of ultrasonic cleaning for the medical industry and beyond
- 220** Prioritising mental health: The nations that are setting the standard for happy and healthy populations
- 222** Prevention rather than cure: Why Dr Shoreh Ghasmi and The Harrogate Clinic are bringing a Swedish mentality to British shores
- 224** The NHS crisis: How the government's lack of healthcare investment is undermining the voices of critical workers and patient care
- 228** Combining general and cosmetic dentistry with revolutionary technologies for optimum results
- 232** Snapshot: Oral & dental healthcare in the UK & U.S.
- 236** Changing the face of surgical dentistry while improving lives
- 240** The Hampshire-based clinic regaining the self-confidence of clients through its holistic and forward-thinking aesthetic methods
- 244** Evolving beyond the simple credit rating: A fusion of health, financials, and lifestyle with VioScore
- 246** Understanding the pregnancy journey: A guide to the trimesters
- 252** Supporting society's most vulnerable: An interview with JAM CARE Limited's CEO, James Nichols
- 255** Key considerations when choosing a care home

282 ENERGY & ENVIRONMENT

- 282** Setting the standards: The world's most ambitious climate action plans
- 286** Realising the Kingdom's Vision in Saudi Arabia
- 290** Keeping Israel moving with Afcon Electric Mobility
- 292** Fighting the UK's energy cost crisis with future-proofed solutions
- 294** Spearheading the hydrogen strategy with Northern Valve & Fitting Company Limited
- 296** Expanding urban environments, rising air pollution levels, and the company fighting their effects

306 MANUFACTURING, ENGINEERING & TRADE SERVICES

- 306** Plastic infinity pools and the first-ever plastic canal boat: The fabrication specialists that are bringing unique, bespoke projects to life
- 308** Building a greener future: How ArdenCraft Technology is evolving green design in the engineering and manufacturing sector
- 310** Streamline, strengthen and improve your packaging proposition: Introducing the Yorkshire-based company that is providing innovative packaging solutions
- 314** How MULTIPATH solutions is revolutionising the world of 3D printing with its supersonic advanced scanning services
- 318** Championing innovation, high-quality and sustainability: Enviro Epoxy Products and its market-leading coatings
- 320** Spearheading change in the automotive industry: An interview with Nicola Eggleton, General Sales Manager at vGroup International

332 CONSTRUCTION, HOUSING & REAL ESTATE

- 332** Five of the most impressive architectural designs of 2022, and five more to watch out for in 2023
- 338** Embracing and promoting sustainability within the construction industry
- 340** The benefits of buying or selling your home via online property auctions

350 INTERIORS & DESIGN

- 350** Home improvements for less: Budget-busting home improvement trends to refresh your home
- 354** Backyard escapes: How to turn your garden space into the ultimate outdoor oasis
- 358** Inspiring and enabling all to make the most of their outdoor space

366 LIFESTYLE & SHOPPING

- 366** Five of the best fashion designers to follow in Asia
- 370** Introducing the best skincare products currently available in Scotland

382 HEALTH & WELLBEING

- 382** Five great exercises for a stronger core
- 386** Pioneers in sports nutrition: Supplementing your exercise with Fitness Authority
- 388** Nutrition, movement, mindset: Inspiring CHAN6E with The Health and Fitness Coach, Rita Trotter
- 392** Six of the best yoga poses to improve your posture

404 TRAVEL & HOSPITALITY

- 404** Discover Taiwan: The perfect starting point for travelling in Taiwan
- 408** A Kenyan safari: Choosing between the Maasai Mara and Tsavo National Parks
- 412** Exploring the Yorkshire Pennines: Travelling in style with Juiced Up Bikes
- 414** Maximising the potential of your Airbnb

430 WEDDINGS & EVENTS

- 430** Fairy tale weddings in County Mayo: Tying the knot at Ashford Castle
- 434** Creating memories to cherish for a lifetime
- 438** The latest wedding suit trends with King & Allen
- 441** Making sure every event runs like a well-oiled machine: How Logic Service Management provides the right people, at the right time



404 Discover Taiwan: The perfect starting point for travelling in Taiwan



448 Pushing fine dining boundaries with Aktar Islam



466 The perfect pooch: Things to consider when choosing a breed



476 Developing soft skills: The latest trend in higher education



492 Securing Africa's high profile visitors: The rapid rise of Septimius Security



494 Photography in 2023: Why the latest smartphone can't beat a digital camera

444 FOOD & DRINK

- 444** A stomach ulcer, an unhappy customer, and a tin of Campbell's tomato soup: How a Scotland legend gave birth to one of the UK's most popular curry dishes
- 448** Pushing fine dining boundaries with Aktar Islam
- 452** The healthy (and delicious) side of baking with Sven's Baker's Kitchen
- 454** The modern beverage company that's disrupting the market: A closer look at beverage innovator Bexpax and their functional range

462 ANIMAL & PET CARE

- 462** Setting the standards in the animal care sector: An interview with Fern Gresty
- 466** The perfect pooch: Things to consider when choosing a breed
- 469** Giving back to your beloved companion through a nutritional raw diet: How Animal Station is arming pet owners with nutritional alternatives to kibble

476 EDUCATION & TRAINING

- 476** Developing soft skills: The latest trend in higher education
- 479** A revolutionary approach to STEM-based education: Teaching and learning the Harrisburg University way
- 480** A whole new world for virtual learning: How IVA Global School is harnessing a newfound educational potential through the power of 3D virtual schooling

488 GENERAL

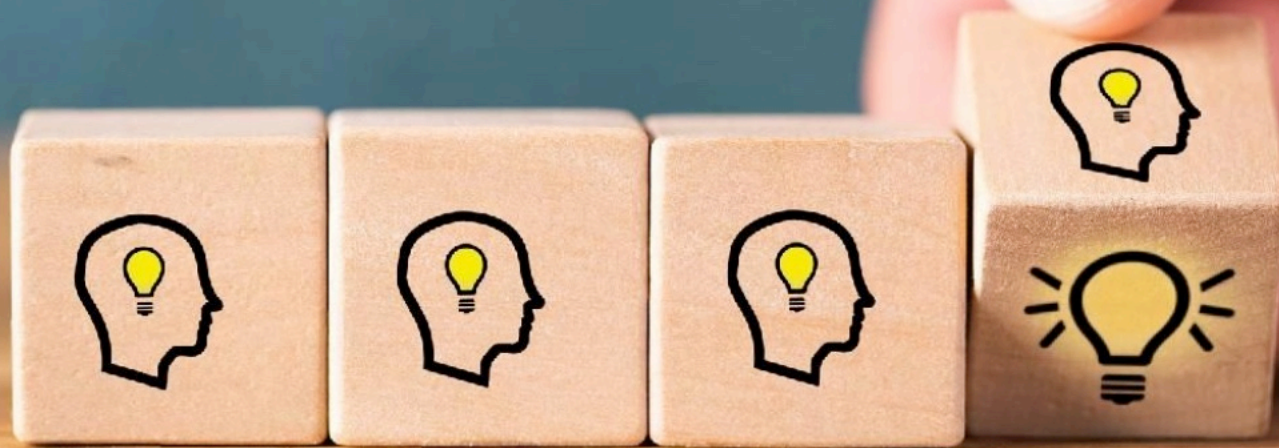
- 488** Making the world a better place: Harnessing nature's unique power with Monatrix Pty Ltd's CEO and Co-Founder Sam Worthingzen
- 492** Securing Africa's high profile visitors: The rapid rise of Septimius Security
- 494** Photography in 2023: Why the latest smartphone can't beat a digital camera
- 496** Cabbies versus taxi apps: The rise and fall of ridesharing



HOW WE CHOOSE THE **WINNERS**

The award process begins with a nominations stage which sees more than 30,000 nominations submitted from over 30 countries around the world. Once this stage is complete, our in-house research team shortlist the most award-worthy candidates for our judging panel to consider. The panel – comprised of entrepreneurs, legal professionals and consultants from across a wide range of industries and sectors, as well as Corporate LiveWire's own editorial team – then carefully and considerately select the winners.

The panel appreciates individuality, and so the characteristics of each winner can be very diverse. Nonetheless, each of our winners has one important trait in common – excellence. Here are the main characteristics we look for in search of this excellence.



Products & Services

It is important to look first at whether the business or firm is providing the best in its particular field in terms of quality, efficiency and delivery. For firms that span several areas of law we take each division or team on its own merits. The Corporate LiveWire judging panel will take into consideration the expertise and specialisation of the individuals within the team, the client portfolio and the experience gained from representing these clients, as well as any recent notable achievements or cases.



Results

The legal sector is a results driven business and in determining our winners we evaluate the firm or individuals three most important cases over the past year. The Corporate LiveWire judging panel particularly look for groundbreaking cases that achieve new case law precedent or set record breaking fines. We also look at an individual or firm's success rate. The nominee may not have had a particular standout case but have instead been consistent in their endeavours. However, we would not rule out those who have hampered their success rate by taking on a difficult challenge whether it be limiting the scalability of damage in defeat or gallantly fighting against the odds in a 'David vs. Goliath' scenario.

Innovation

This criterion is growing in importance with every new development in the legal technology space as they are being utilised to establish new methods for better delivery of legal services. There have been a wide range of innovations taking place across a number of areas including LPO (Legal Process Outsourcing), ELM (Electronic Legal Management), e-Procurement and the emergence of New Law – new ways of doing traditional law. The Corporate LiveWire judging panel are keen to recognise those firms and individuals that are utilising these advances in the form of new services or better ways of delivering existing services.

Ethical Practice

At the most basic level, it is the expectation of the Corporate LiveWire judging panel that a business or firm runs ethically and makes a conscious effort to treat employees and other companies with the utmost respect. Establishing a positive working environment where all employees are treated fairly is the key to a creating a successful long-term business, developing a respected reputation within the industry, and gaining loyal customers. Ethics may require the rejection of a route that would lead to the biggest short-term profit; however, in the long run it is the most necessary attribute a business must exhibit in order to be successful and valued.

Industry Recognition

The Corporate LiveWire judging panel value a company's reputation within its particular industry. They will take into consideration any evidence that the business or firm has received professional acknowledgment – be it from national award schemes, relevant industry publications, accredited boards, and even client testimonials. Whilst we expect the business or firm to have the necessary qualifications to carry out its services, we do keep an eye out for any extra recommendations or accredited certificates and/or training which separates the business from the crowd. The judges also take notice of specific individuals within a company who may occupy impressive credentials and recognitions.



Marketing & Branding

Given this category is crucial to the success of a business, it is important to look carefully at the ways in which each company goes about marketing and branding itself. Key indicators include: evidence of an effective marketing strategy that is ready to evolve with a changing market or sector; how succinctly a brand ethos or mission is conveyed to customers on a company website; and originality within the brand in comparison to competitors. The Corporate LiveWire judging panel believe that a company is more than a logo and a tagline, so they assess how a company has conveyed its deeper philosophy to its clientele, and how well-known the business and its service is to others in the industry.



Service Excellence

What can often distinguish a business from others providing a similar service is the way in which customers are dealt with. The Corporate LiveWire judging panel pay significant interest to the overall performance of a company in terms of satisfying its clientele. The judges look into what methods a business or firm has implemented in order to achieve the highest level of customer service, in what ways the team go above and beyond a customer's most basic expectations, and how this has positively impacted the overall productivity and reception of a company. The judges also take notice of whether a business or firm monitors customer service quality with the view to make improvements.



Employee Satisfaction

This category goes hand in hand with ethical practice. A business that places ethics and fairness at the forefront of its operation will not only acquire a loyal customer pool, but also guarantee a positive internal working environment where employees are happy, more efficient, more passionate, and committed to the company. The Corporate LiveWire judging panel look for companies who regularly issue employee satisfaction surveys addressing topics such as workload, perceptions of management, and resources – thus showing a consistent interest in improving the working environment and employee concerns.

PENETRATING NICHE MARKETS AND ANTICIPATING CLIENT NEEDS



An interview with

DR JOSÉ RAMALHO (SICGEN ANTIBODIES)

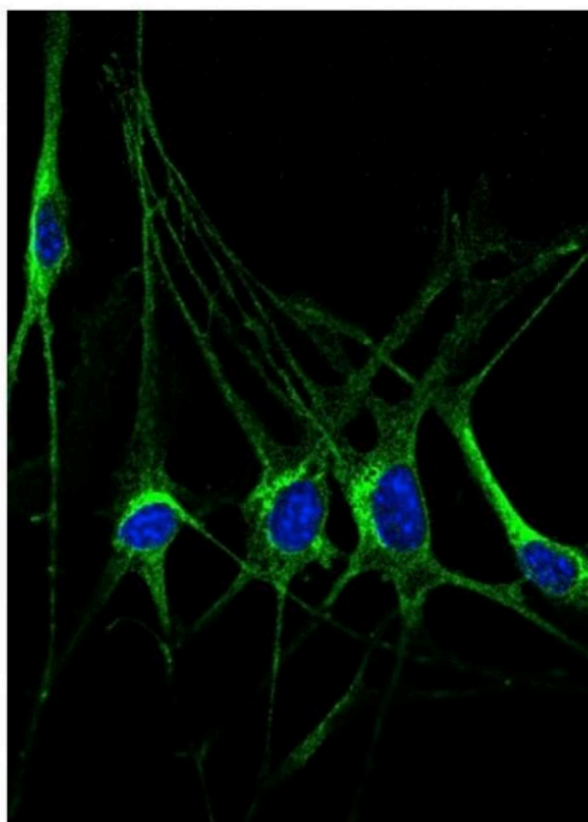
SICGEN Antibodies is a leading biotechnology company focused on the development and production of polyclonal antibodies specifically for life sciences research. Catering to major national and international universities, various research institutions, pharmaceutical manufacturers, and biotechnology companies, SICGEN has a global reach, aiding clients with antibody design, synthesis, conjugation, immunisation, purification, and characterisation. Customisation, competitive prices, and incredible quality are its forte, but what really sets SICGEN apart is its ability to anticipate the needs and further curate effective solutions for clients in niche market areas. Here we caught up with founder Dr José Ramalho to discuss the company's roots, successes, and future plans.

Can you tell us about the NEOTEC Portuguese Initiative and how it led to the founding of SICGEN Antibodies?

The NEOTEC Initiative, launched in 2005, emerged as part of the Innovation Agency's mission to promote the valorisation of R&D results that support the creation of technology-based companies. This initiative aims to accompany the maturation of the business project from the proof of concept to the start of the new company's activity. It was financed by the Knowledge Society Operational Programme (European Union) and certainly gave a strong financial boost to the project we were trying to implement – which resulted from several years of research and development carried out by SICGEN.

What are polyclonal antibodies, and what role do they play in life science research?

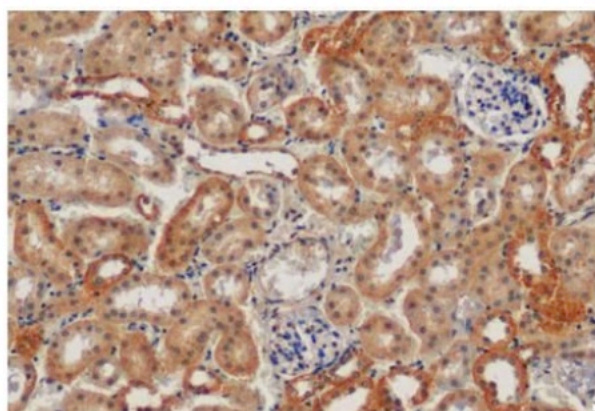
Antibodies are glycoproteins called immunoglobulins (Ig), which are secreted by plasma cells in response to antigen exposures and are considered a product that majorly affects humoral immunity. The commercially available Igs play critical roles in diagnostic



assays, therapy, and purification of specific target compounds. Polyclonal antibodies are a mixture of distinct monoclonal antibodies generated by different lines of antibody-secreting plasma cells. This mixture of immunoglobulins targets different epitopes (i.e. parts) of a specific antigen. And they can be obtained from different host species, including goats. The polyclonal antibody production process is simpler, faster and cheaper compared to monoclonal antibody production.

Can you tell us more about the advantages of conjugated antibodies with fluorescent molecules and how they work to speed up the research process for clients?

Antibodies are used to detect and quantify antigens using the appropriate detection techniques, such as immunofluorescence, immunohistochemistry, flow cytometry, ELISA and Western blot. Often for signal amplification and detection purposes, purified antibodies are conjugated to enzymes such as horseradish peroxidase (HRP), alkaline phosphatase (AP) or fluorophores. Fluorescent detection is based on the use of these fluorophores that have unique and characteristic spectra for absorption and emission – they emit light at one wavelength when excited by light of another shorter wavelength. The advantages of using a fluorescent-labelled antibody include a brighter signal, multiplexing capabilities, and ease of use (many are available pre-conjugated to many different fluorophores). In addition, in some techniques, it can reduce the number of steps, thus shortening the time of the experiment.



How does the company's decision to produce polyclonal antibodies in goats help it to ultimately provide high-quality products at competitive prices?

Whilst there are currently many companies producing antibodies, many are located in North America and a few in Europe. SICGEN was founded with the ultimate purpose of producing in and providing Portugal and wider Europe with high-quality antibodies at competitive prices. This was possible because we chose to produce antibodies in goats (thus increasing the amount produced per animal). We further took advantage of a specific product gap in the market and continue to utilise cutting-edge technologies with the goal of becoming a global producer of polyclonal antibodies that are attractive both for their price and their exceptional quality.

For some clients, the use of an animal-based approach may raise a number of ethical and sustainability-related concerns. In your opinion, as the world as a whole moves away from such practices, how significant will the impacts be on SICGEN Antibodies' future operations, and are there plans to offer an alternative?

The antibody industry has expanded significantly in the last decade. Yes, there are challenges for all antibody producers that result from such scientific and technological developments –the most significant of which for the near future will be to use advances in vitro technologies. Thus, using non-animal-based approaches for antibody generation.

This will offer greater versatility and reproducibility over animal immunisation and will also alleviate ethical concerns. However, this transition will require decades in order to develop and validate millions of antibodies that already exist and are right now available to biomedical researchers.

With SICGEN Antibodies producing polyclonal antibodies for an array of clients, from universities to biotechnology companies, how does the company ensure it best meets the individual needs and goals of all?

Most of our customers that work within the same research area use the same tools and, therefore, the same antibodies. Although we are a small company, we have great flexibility and can easily accommodate specific customer requests. We can easily produce customer-tailored antibodies while maintaining the costs we are known for.

Can you provide any examples of successful client research projects utilising SICGEN Antibodies' products?

SICGEN has developed and produced polyclonal antibodies that have been successfully used in several life sciences research projects. These include:

- A cancer research project led by Dr Maries van den Broek at the University of Zurich in Switzerland.
- Several neuroscience research projects led by Dr Zhao-Qi Wang at Friedrich Schiller University of Jena in Germany and Dr Daniel Mucida at The Rockefeller University in USA.
- An immunology research project led by Dr Sonia Tugues at Julius-Maximilians-Universität in Würzburg in Germany.

Further examples can be found here: www.scholar.google.com/scholar?hl=pt-PT&as_sdt=0%2C5&q=sicgen+antibody&btnG=

How does SICGEN Antibodies' team of experts ensure they remain ahead of technological advancements and anticipate the needs of clients operating in niche market areas?

I believe that our success can largely be attributed to our ability to focus on niche areas where there are clear gaps in the supply of high-quality antibodies. We do invest as much as possible in research and development to explore new ideas, aiming to address the competitiveness and demanding nature of this industry. The fact that the company developed as a spin-off from academia, with founders that were scientists, has further helped SICGEN to identify and narrow its focus to the development and production of antibodies that are in demand. Perhaps, more importantly, our ability to anticipate how some scientific areas are likely to evolve and what their needs would be in terms of antibodies. By focusing on those products, we have been able to gain a competitive advantage and an opportunity in a very competitive market.

What do the next 12 months hold for SICGEN Antibodies? Are there any plans to expand product offerings or move into new trading territories?

Our constant challenge is to continue developing, producing, and supplying high-quality antibodies globally. We trust that, in collaboration with our partners in academia and with the support of our customers, we will remain an international reference for the production of antibodies and antibody-related products and technology in the years ahead. We are also focused on expanding to new markets.



For more information, please visit www.sicgen.masterinsoft.com.



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