

# Handshaikh Ltd's client list

[Home page](#)

The following have had direct assistance or have attended a Handshaikh seminar:

ABC International Bank	Data General	Invesco	Ratheon Systems UK
Active Presence Ltd	Davis Total Cable Management, Dubai	Investec	Rediffusion
Airwork (Oman) Ltd (Seeb) x 3	Deborah Regal	Iridium Middle East Dubai	Remsdaq
Airwork (Oman) Ltd (Thumbrat) x 3	Defence and Security Manufacturers Association	ISTARO	Renolds Boughton Ltd
Aker Maritime	Defence Evaluation & Research Agency	Jane's Information Group	RESCO Dubai
Al-Futtaim Investments (Dubai)	Defence Export Services Organisation	Jasmin Simtec Ltd	Resident Abroad magazine
Al-Jazera (UK)	Defence Intelligence Service (MOD)	Jones Engineering Group	Right Track
Allen & Overy LLP	Defence Manufacturers' Association	Kaplan International Colleges	Rio Tinto
Alvis plc	Deira Towers Estates, Dubai	Kellogg Brown & Root, Inc	Rotary Club, Alresford
Al-Yamamah	Deloitte & Touche	Kellogg Middle East (Dubai)	Royal Bank of Scotland
AMEC Natural Resources	Delta Airlines, Atlanta USA	Kemdent	Royal Military College of Science
Amirani Films	Department for Business, Innovation & Skills	Khaleeg Times Dubai	Royal Ordnance plc
Ansbacher Bank (London) x 3	Devonport Management Ltd	Kings' College London	RTKL-UK x 2
Ansbacher Bank Ltd (Guernsey)	Domino (UK) Limited Dubai	Knightsbridge Company Services Ltd	Rubicon (Fashion)
Ansbacher Bank Ltd (Jersey)	Dowty Marine Systems Ltd	Kogan Page	S. Franklin Ltd
Arab-British Chamber of Commerce	DRS Technologies (UK) Ltd	Kuwait Project Office MOD London	SAS Hereford
Astra Holdings	DTCM Dubai (London)	Land Rover	Saudi Arabian Armed Forces (Al Yamamah) Project MODUK
Aviation College Dubai	Dubai 24 hr TV Business Channel	Leyland DAF	Saudi International Bank plc
Avimo Ltd	Dubai FM radio	Lightweight Body Armour Ltd	Saudi-Hollandi Bank Riyadh
Avionics Ltd	Dubai Polytechnic	Link-Miles Ltd	Schemuly Pains Wessex Ltd
Avon Industrial Polymers Ltd	Dubai Shipping Company	Lloyds Bank plc	School of African & Oriental Studies x 6
Avon Inflatable	Dubai Society (London)	Lloyds Register Group	School of African & Oriental Studies x 6
Babcock Infrastructure Services	Dubai TV	London Chamber of Commerce	Scott Wilson Kirkpatrick & Partners
BABEL Cross culture x 13	Dubal Cable Company (Private) Ltd	London School of English	Sedgewick Forbes Middle East
BAE Systems	Dunn & Bradstreet Credit Forum Dubai 2000	Lucas	Selex Sensors, Luton
Ballbrook College	East Malling Research	Lynxbourne (London) Ltd	Severn Trent Services
Bank of China, London	East Midlands Int Trade Association	Management Consulting	Sheehan Medical
Barr & Stroud Ltd	Embassy of Kingdom of Saudi Arabia, London	Marconi Avionics Ltd	Sheehan Medical/GMCventures ME
BASF France	Emirates Airline Training & Development	Marconi Command & Control Systems Ltd	Shepherd Group Industrial Division
BBC News 24 x 2	Emirates Holidays Dubai	Marconi Communications	Sherborne-Qatar school
BBC World x 2	Emirates In-Flight Communications	Marconi Defence Systems Ltd	Short Brothers plc
Beaufort Air-Sea Equipment Ltd	Ernst & Young Abu Dhabi	Marconi Electronic Systems	Siemens plc
Bedford Ltd	ESR Technology Ltd	Marconi Radar Systems Ltd	Simmons & Simmons
Bennett Group	Europe Arab bank	Marshall of Cambridge Ltd	Sir Alexander Gibb & Partners
Bertlin & Partners Ltd	European Finance House	Mass Institute	Sir Jack Brabham OBE
Black Country Chamb of Comm, UKTI	Eversheds LLP	Matra-Marconi Space Systems (UK)	Sky News
Borealis Group (Abu Dhabi) x 2	Expat Network Ltd	Maybourne Hotel Group	Sleeman
Borealis Group (Copenhagen)	F.H. Ltd	MBC TV Dubai/Bahrain	Slingsby
Borealis Group (EWG, Sweden, Norway, Austria)	Fairey Engineering	Microsoft European Ops.	Smiths Industries
Borealis, Brussels x 3	Fairs & Exhibitions Ltd	Middle East Association x 12	Soundair (Fantasy Football) Ltd
BP (Gulf)	Farnborough Aerospace Consortium	Militair Aviation Ltd	Spearhead Training Dubai
BP Exploration North Africa	Farnham Castle International Briefing x 5	Miltrain Ltd	Specialist Schools and Academies Trust x 2
Brewer Dolphin	Fenwick Elliott LLP	Mohammad bin Masood & Sons	Specialist Training & Technical Service Ltd
Bridport Aviation Products Ltd	Ferranti companies	Morfax Ltd	Speechly Bircham
British Aerospace plc	Financial Times Business	Motivate Publishing (Dubai)	SW UK Ltd
British Business Group Dubai & Northern Emirates (various)	Fintra (Helsinki)	Motorola (Saudi Arabia)	Swire Pacific Offshore Ltd Dubai
British Business Groups' conferences (Dubai & Bahrain)	Fleetside Services Ltd	Motorola Storno	T.C.A. Consulting Ltd
British Short-Circuit Testing Station Ltd	Flight Refuelling Ltd	Mouchel Middle East International	TDG (European Chemicals)
Broadbean Technology Ltd	Foden Trucks	Multi-Drive Ltd	TDG Chemicals (Manchester)
Brown & Root Services	Foreign & Commonwealth Training Dept	Murray Fenton (Middle East) Ltd	The A Proctor Group
Brownell Ltd	Freshfields Bruchaus Deringer	Mirage Health Group Ltd	Thomson Marconi Sonar Systems
Business Link Isle of Wight	FTSE	NBC New York ("Street Signs")	Thomson TUI cruises
Bywater plc	Fujitsu Europe	NCR Ltd	Thomson-Thorn Missile Electronics
C.Q.C plc	Gaunt & Sons	New Zealand Trade & Enterprise	Thorn EMI Electronics Ltd
Cambridge Regional College	General Dynamics (UK) Ltd	NHG Timber	Tom Walkinshaw Racing (T.W.R.)
Canning (Language & cross-culture)	General Dynamics (Canada)	Nitor	TOTAL (Aberdeen) x 3
Cartus, Kansas City	General Dynamics (Wales)	Noel Penny Turbines Ltd	Towers Perrin
CASS Business School	Getronics	Nord Anglia	Trimo UK Ltd
Celerant Consulting	Gieves & Hawkes	North East Chamber of Commerce	Trans-Aero Components & Supplies Ltd
Cendant Intercultural (Language & cross-culture)	Global Enterprise Technology Dubai	Northern Offshore Federation	Trans-Arabian Consultancy
Centre for Excellence in Leadership	Gloria Hunniford	Nottingham University	Transglobal Languages Limited
Centre for International Briefing, Farnham	GMC Ventures ME	Nucleus	Treasurer Magazine
Century Dynamics Ltd	Going Places (Expatriate Briefings)	Officers Association	Trinity Management Services Limited
Chalmers Engineering LLC Dubai	Gomaco International Ltd	One North East	Trufo Valves Ltd
Chemical Management Resources	GQ Parachutes Ltd	Ordnance Survey	U.K. Hydrographic Office Taunton
Chevron London	Gracemoor Consultants (UK) Ltd	Oryx Advisors Ltd	UBS Geneva
Chevron UK	Greenwood Air Management Ltd	Ove Arup & Partners Int Ltd	UBS London
Churchill China	Greenwood Airvac	P & R Agency (Cruises)	UBS Zurich
CityWealth London	Gulf Air (London)	P.B.H. Group Dubai	UK Trade & Investment (Gulf desks)
Cleary Gottlieb Steen & Hamilton	Gulf Dynamic Switchgear	P.K.L. Ltd	UKTI Black Country Chamber of Commerce,
CNN London	Gulf News (Dubai)	Palm Europe Ltd	UKTI DSO x 2
Colebrand	Halcrow Group Limited	Park Air Electronics Ltd	United Scientific Instruments Ltd
Commercial Union Dubai	Hall & Watts Ltd	Paxman	University of Portsmouth (Fac of Tech)
Communicaid x 12	Havering College	Penguin Engineering Dubai	University of Portsmouth (Language Dept)
Compaq EMEA	Herbert Smith LLP	Perkins Engines Ltd	V.A. Tech Reyrolle
Compton Webb Ltd	Hewlett-Packard s.r.o	Perry Process Equipment Ltd	Valentech
Connoco Middle East (Dubai)	HMS Sultan (Gosport)	Pilatus Britten-Norman Ltd	Vickers Defence Systems
Construction Equipment Association	Honeywell	Pilkington PE Ltd	Vinten Military Systems Ltd
Coopers & Lybrand Abu Dhabi	Hunting Defence Ltd	Plessey Defence Systems	Vosper Thornycroft (UK) Ltd
Cooperative College	Hunting Engineering Ltd	Plessey Radar Ltd	Westland Helicopters Ltd
Countryman Defence Systems Ltd	Ideal Hardware	PriceWaterHouseCooper	Whitgift School (Croydon)
Courts & Co	Impression Management Unlimited	Prima (UK) Ltd	Wilkinson Sword Ltd
Creative Labs	Ingram Micro	Protech	William Cook Defence
Crown Agents	Inspirational Development Group	Pure International	Williams Fairey Engineering Ltd
Culturewise	Institute of Cross-Cultural Communication	R.B.R. (Armour) Ltd	Windham International EML
D.E.S./M.S	International Risk Control	R.S. Components plc x 2	Wood Group Aero Ltd
D.U.G.A.S	InterTrade Media	Racal Acoustics Ltd	Zengrange Ltd
Daff Morrison Dubai	Inverton Simulated Systems Ltd	Racal Communications Ltd	
		Racal Marine Systems Ltd	
		Racal Tacicom Ltd	
		RAF Cranwell	

## A few of Handshaikh Ltd's clients' comments

[Home page](#)

"I would just like to thank you for the Cultural Awareness day yesterday. There has been much discussion here today about the success of yesterday and I can only say that your knowledge and enthusiasm for the region comes across so strongly that you suck people into the subject." **IG** "Great for a seminar where the course leader doesn't use hours of the day in audience workshops. Just wall-to-wall information. Listen to this man!" **PS** [He] was amusing, concise, informative and showed a great deal of experience in the field. A most rewarding and enjoyable presentation" **L D-H**. "I have found this day very interesting and now feel that I have the foundation knowledge should I travel to [the Gulf] to conduct business" **SW** "It would be helpful to have an expansion of how Technical Committees work" **S C-B** "Very good. Reinforced and explained many of my experiences of the Middle East. Essential background for people contemplating business in the Arab world" **TM** "Far better than the last course of this type I attended. Well organised, well presented, entertaining and engaging" **PT** "Excellent course, very interesting." **AC** "Very useful and applicable. Could have done with [this lecture] a long time ago" **SF** "Enjoyed the artwork! All points reinforced with anecdotes [and] illustrations from experience [plus] a lively, irreverent/fun delivery" **AS**. "Excellent presentation material and teaching points. Made it [all] practical and less daunting!" **HP** "Excellent videos to bring home the salient points. Could have spent more time talking about cultural differences. I gained more insight into Arab culture than I ever expected Thanks for teaching me Patience!" **DD** "Excellent presentation; easy to listen to. Held attention and interest throughout. Very entertaining and informative. An extremely enjoyable and informative course" **AR** "The course was well paced and enjoyable" **SB** "Excellent speaker – splitting history, cultural background & business/negotiations into am and pm [sessions] worked well. Good use of video clips. Gave a very positive view of Arabs; this could be balanced by some negatives." **AS** "This was really interesting and extraordinarily helpful. I believe [his] advice would be ignored at peril" **RD** "Racy day but lots to get through. Very useful day; thank you!" **MF** "Knowledgeable presentation. [one video was] a little self-indulgent. Very well delivered; kept the audience engaged" **AH**. "Well structured and presented. Good presentation. Quick; to the point. Relevant to our current activities; good information about our [other areas too]. **OM** "Some of the cartoons need explaining. I walked out of the course feeling immensely more confident in my future dealings with Arabs than when I walked in!" **PT** "Overall I felt that the afternoon session [which is all I attended] was informative and relevant and will inevitably help [us]. **GY** "Very comprehensive presentation, very pleasantly delivered". **J-MM**. "This training has helped me understand the ways in which [Arabs] treat women and how to behave as a woman. Also, [I was] given a good understanding on how [Saudis] work and behave when in our country, and in their own. A very good session pitched at exactly the right level to give us an understanding of doing business and dealing with Saudis". **CL**  
**General Dynamics UK (Wales) Mar 11**  
"Good entertaining presentation. Liked the idea of [many] short breaks and no long lunch break" **JH**. "I've thoroughly enjoyed the whole day; pinpointing the details that do make the difference that most western people do not know. Thank you for an inspiring day" **SB (Arab)**. "I liked the different

maps [and] how you stressed the differences between Arabs. I was interested in how the West perceives Arabs but [also] how Arabs see the West. I have thoroughly enjoyed the experience" **NB(Arab)**. "A very useful event. I would have liked more information on how women do business. All good – feels like we could have done longer. A great course filled with practicalities on how to embrace the differences in business culture to optimise the chances of successful partnerships" **PC New Zealand**. "Brought great clarity to how the decision-making hierarchy operates and in particular how to navigate same. A valuable tour-de-force of the fundamental do's and don'ts for anyone seeking to build successful relationships." **RH**. "It was good information given in a light-hearted way. [Liked] the real life stories. Good interaction with attendees. Very helpful for future dealing with [the Gulf]" **PK**. "Whole day was really useful. The bit that probably struck me most would be Patience and the non-structures approach to any meeting, issue of situation. I was not aware of the importance of wasta; know it happened but not to the extent." **JG**. "Really great comprehensive course. If you thought you knew something about 'The Middle East' think again!" **TA**. "Patience; Wasta; How to present yourself in a meeting – all very interesting; helps explain and put in perspective any frustrations we may have had. [There were] plenty of breaks [which always helps]. **MD**. "Great slides to back up talk! Great pace and really informative. [A] captivating talk on the Arabs" **BP**. "[Enjoyed] the history behind [our] traditions. [I noted] that the West focuses on money not us! [Give more examples] of differences between young Arabs and old Arabs. **L al-H, Arab**). "[Most useful was ] how wasta works. I needed less cultural background. I feel more confident about doing business in the Region." **SS**. "A thoroughly enjoyable and extremely valuable day; money well spent!" **BG**. "The details regarding religion were an eye-opener! This seminar has endorsed some of the aspects of Arab culture that I was unaware of. More importantly, it has filled in a lot of the blanks. A very worthwhile day!" **AL**. "My main interest was in the vast difference within the Arab world, as it is in Europe and elsewhere; nevertheless emphasis of this point was extremely valuable. Very interesting and certainly gave me 'food for thought'" **JB**. "In a short time the most concentrated summary of helpful hints for successful business." **MC**. " 'How to manage hospitality' will be most useful. All the small tips [will show] that I have some understanding of [Arab] culture will help. Thoroughly enjoyable event which covered lots of areas I was unaware of" **AH**.

Middle East Association (London) all-sector seminar Feb 11

"Now I understand date irregularities and the naming structures, and to err on the formal [in letters etc.]. Didn't appreciate the [Muslim] lunar calendar The Gulf is full of very bright people and [he] helped me understand how to work with them" **JO**. "A very good session; could easily fill a whole day" **AC**. "Simply magic! [Now I understand] how the Arabs see themselves – and how to stop them pouring me [coffee]!" **DR**. "[He explained] body language, [Arab] greetings, religion, the differences, where [the Arabs] came from. I feel better prepared to do business and [to indicate] to Arabs that I have done some research into how to behave in the Arab world." **RS**. "I have learned the hard way – so much of what [was]

covered reinforced my hard lessons, so it was reassuring and comforting. [He has an] excellent. easy style that helps comprehension. A *genuinely* good day! Thanks!" **AG**. [What struck me] were the connections between Islam and Christianity. Overall, a very good introduction for someone new to [the] culture." **AL**. [Didn't know before] the need for patience when dealing with the Arab world. I'm horribly ashamed of my lack of knowledge between the Arab and Muslim worlds; well explained, and I thoroughly enjoyed all content'. [I learned] the concept of 'wasta' and just how crucial it [can be]. Excellent content; really enjoyed listening to [him] and his experiences of the Arab States. Don't waste your time until you understand 'wasta'!" **KP**. "[I noticed] the similarities between Islam and Christianity; the diversity of the Arab countries, even [as] neighbours. Patience will [have to] play a large part in my business dealings" **JP**. "[I noticed] the simple gestures or sayings that can make the difference; the relationship [with their 'desert' past; the [similarity] with Chinese negotiation [techniques]. **RH**. [I noticed] the Arab name structure, and how to address people and that [you need] to be funded to be patient. Head Office expectations [of Arab business are] often greater than can be achieved." **SB**. "Very interesting to have the Arab pace of life and business explained. The 'juggling' versus 'linear' metaphor [on meetings] was very helpful." **DR**. "The real insights were: the first meeting, the coffee, the elevator 'one-liner'; showing the dessert trolley. An excellent session; a bit rushed at the end. Invaluable – I wish I had received this [briefing] before I went to Abu Dhabi." **PB**. "I have read and Goggled everything about Arabs – but [he] glued my knowledge together" **AL**. "[I noticed the] percentage of youth in the Gulf; the need for Patience, understanding Time, pace of life; the [differences] between Arab countries. It was enjoyable and interesting" **NB**.

#### Middle East Association (London) all-sector seminar

"Excellent presentation! Any business the Bank of China wants to do with the Middle East (GCC) must start with cultural understanding. Many aspects of Arab and Chinese culture and way of thinking are quite similar" **Dr Kenneth Ge, CEO**. "I was interested in the differences between Arab countries". **WF**. "Very interesting. I noted the 'tiers' of the Arab world, the concept of 'wasta' and Muslim name structures. **YD**. "Patience and the style of presentation" **W**. "Good! I noted the similarities between Russian, Arab and Chinese cultures, and their regard for the importance of 'family'. Intriguing! A 'must' for any businessperson in the Gulf region" **JB**. "Good and useful" **XR** "Very useful. Didn't know Friday was the day off!" **HT** "I learned how to address officials" **HS**. "Very similar to traditional Chinese" **TM** "I learned about their attitude to

Western people, their culture – all useful advice to non-Arabs" **AH** "An interesting and often 'eye-opening' presentation." **MY** "Excellent! I was interested in Islamic banking" **IS**. "I learned that Arabs are often misrepresented in Western media. I didn't know that Iranians are not Arabs. Thank you – I know I've just scratched the surface [of understanding Arabs]. **AL**. "I felt it was all very interesting and informative" **IZ** "Very interesting!" **DW**. Bank of China London, Dec 09

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"I just wanted to drop you a short note to pass on my very grateful thanks for your presentation at Wednesday's workshop – no matter how often I hear it, I really do pick up new insights and understanding from attending one of your workshops. Your presentational skills, and the truly engaging way in which you can impart what you know to your audience, are just consummate and exemplary, in my view. Sitting through one of your workshops should be mandatory for anyone wanting to do business anywhere in the Middle East (whatever that is!) and North Africa. It really was a wonderful tour de force, and we are extremely grateful." **BS**. IDS Oct 09

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"Our seminar session with you on Sunday was very helpful in preparing us for [our] meeting in [the Gulf] on Monday and boosted our confidence in interacting with them - thank you." **MS**, East Malling Research, Sep 09

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"All content was most thought-provoking .... I enjoyed the summary of the main [reflections] on Islam, Time, Gender and Eating. It gave me "Windows of Insight." **KF**. "Brilliant." **SM**. "It's quite a feat to provide such a lot of information in such a short space of time, yet leaving one feeling warm and intrigued rather than frightened and intimidated." **AD**. "Thank you! Delivered in an interesting and 'real' way which draws you into [his] life experience [of Arabs]" **AC**. "All very interesting, especially the history of the Gulf [and his] knowledge of Ramadan; thank you; it was all very well presented and informative." **KD**. "I was interested to learn the extent of 'who you know' is used and [the need] to have answers ready [as well as] the importance of personal relationships. Loved the slides, cartoons; it was engaging and informative; loved the personal anecdotes." **SP**. "As a 'newie' to the Gulf I really enjoyed all you had to say and feel I will now go to Qatar more prepared; thank you." **BB**. "The talk was extremely interesting and so well delivered; I thoroughly enjoyed it." **EB**. ".....it was a good reminder and the [explanation of] the sects of Islam [was helpful which] I've always found confusing." **CS**. Sherborne-Qatar school staff, Sherborne Sep 09