

Ms. Najah Al Muntafiq
Founder
Coco Jalila
Dubai, UAE

Emirati entrepreneur Najah Hussain AlMuntafiq, the driving force behind UAE-based artisanal chocolate brand Coco Jalila, is one of the Middle East's leading marketers and a pioneer of corporate communications and marketing in the region.

No stranger to innovation, Najah joined fledgling airline Emirates in 1986 and was responsible for much of the strategic direction behind the airline's launch in 52 destinations on four continents, rising to become the only Emirati woman in senior management at that time. As a lead member of the marketing team, she developed Emirates' distinctive multi-touch-point communication programmes as well as other key initiatives such as the in-flight magazine and the international event sponsorships that became an Emirates trademark and much-copied branding strategy.

In 1999, she founded Sareem Consultancy, the first Emirati-owned and –managed communications, branding and design agency with high-profile clients including Emaar—the Middle East's largest publicly traded property company, Aldar, Dubai Financial Market and Mubadala Development Company, just to name a few.

In 2010, Najah decided to make the world a little sweeter: her entrepreneurial spirit, professional expertise, and passion for fine chocolate were the perfect recipe for Coco Jalila. Proudly Emirati, Coco Jalila launched on the 2nd of December 2012 on the occasion of the United Arab Emirates' National Day, offering a wide range of exquisite chocolate products handmade in Italy, **made with love for the UAE**™ using the finest quality ingredients.

Coco Jalila has flourished with the support of Abu Dhabi's Khalifa Fund for Enterprise Development, and has now extended its already-impressive offering with a made-in-the-UAE range, applying the highest standards of haute chocolaterie to create new delights and unique flavours.