

**WOW 360**  
THE MAGAZINE

Innovation | Leadership | Success

YOUR STORIES OUR VOICE

Brands that lead  
Voices that matter  
Stories That inspire  
Journeys that shape success

# 2026 BUSINESS TRENDS AND INNOVATIONS



Top 10 Most Successful Startups in  
the World

Proven Branding Strategies

Smart Investments for Beginners

MARCH / APRIL 2026 EDITION

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# WOW360.

THE MAGAZINE

# B.

## Building Business

**WOW360**

MAGAZINE FOR  
ALL

2025

JANUARY

**WOW 360 | THE MAGAZINE**  
Business Edition



Innovation | Leadership | Success.

# B.

## Building Business

PART OF THE MIDDLE EAST'S LEADING WOWDEALS360.COM WEBSITE  
**WOW 360 | THE MAGAZINE**  
Business Edition



STORIES. BUSINESS. IMPACT.



ISSUE NO 1

PART OF THE MIDDLE EAST'S LEADING WOWDEALS360.COM WEBSITE

# WOW 360 | THE MAGAZINE

Business Edition



STORIES. BUSINESS. IMPACT.

# WOW 360 | THE MAGAZINE

Business Edition



Innovation | Leadership | Success



**WOW**  
**DEALS**  
**360**  
THE 360 PLATFORM

## BEST RESTAURANTS IN UAE 2025

### Orfali Bros Bistator

Orfali Bros Bistator is a modern dining destination located in the heart of Dubai. The restaurant offers a diverse menu of international and local dishes, prepared with fresh ingredients and expert craftsmanship. The interior features a sleek, contemporary design with warm lighting, creating a sophisticated and inviting atmosphere. The service is attentive and professional, ensuring a memorable dining experience for all guests.

### Onet: Tarans

Onet: Tarans is a renowned restaurant known for its exceptional cuisine and impeccable service. The menu is a blend of traditional flavors and innovative culinary techniques, offering a unique dining experience. The restaurant's elegant decor and comfortable seating make it an ideal choice for both casual dining and special occasions. The staff is highly trained and dedicated to providing a warm and personalized service to every guest.

### Orfalias Beistata

Orfalias Beistata is a restaurant that has gained a reputation for its authentic and delicious dishes. The chef's expertise is evident in every plate, showcasing a variety of flavors and textures. The restaurant's cozy and intimate setting provides a perfect backdrop for a romantic dinner or a family gathering. The attentive service and high-quality ingredients contribute to a truly exceptional dining experience.

### Restarant

Restarant is a dining establishment that offers a wide range of culinary delights. The menu is carefully curated to provide a diverse selection of dishes that cater to various tastes and preferences. The restaurant's modern and stylish interior is complemented by a vibrant and energetic atmosphere. The service is prompt and efficient, ensuring that every guest enjoys a seamless and enjoyable dining experience.

# BEST RESTAURANTS IN UAE 2025

Featuring Ossiano, Orfali Bros Bistro, Zuma Dubai, Trèsind Studio



Why UAE Leads in Culinary Excellence: Michelin Guide 2025, Celebrity Chefs,

Fusion Gastronomy, and Luxury Dining Experiences

## UAE Gourmet Magazine



# BEST HOTELS IN UAE 2025

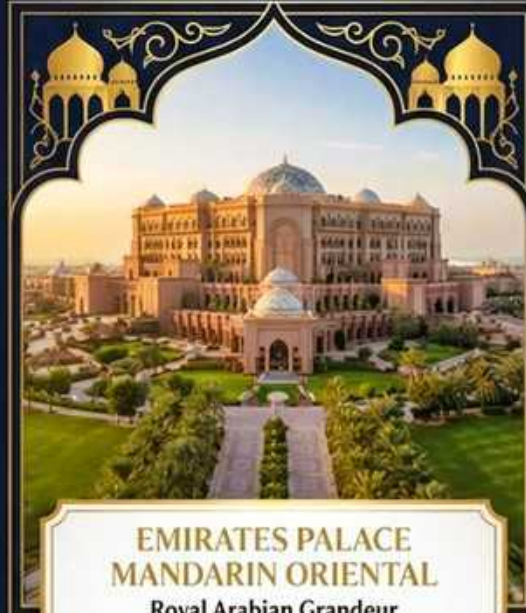
## THE PINNACLE OF ARABIAN HOSPITALITY



### BURJ AL ARAB JUMEIRAH

Ultra-Luxury

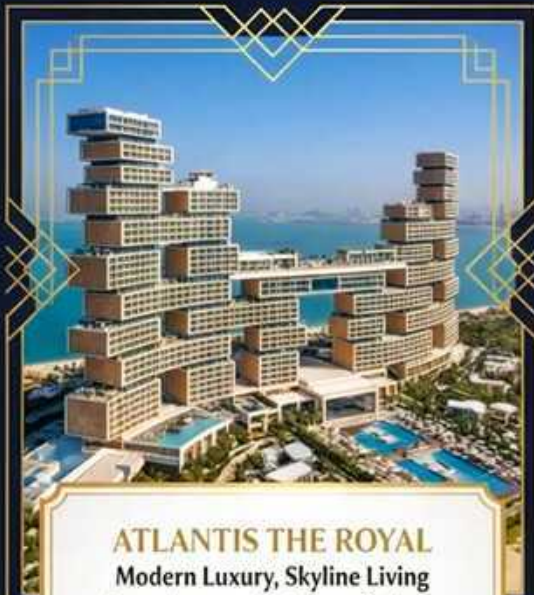
An architectural marvel and global icon, redefining opulence with all-suite accommodations, unparalleled personalized service, and breathtaking Arabian Gulf views. Experience the epitome of Arabian luxury.



### EMIRATES PALACE MANDARIN ORIENTAL

Royal Arabian Grandeur

A palace of dreams, blending traditional Arabian hospitality with contemporary luxury. Explore vast landscaped gardens, a private beach, and opulent suites adorned with gold and marble.



### ATLANTIS THE ROYAL

Modern Luxury, Skyline Living

A new icon on the Palm, offering a transformative experience with world-class dining, gravity-defying sky pools, and stunning contemporary design that challenges convention.



### THE LANA - DORCHESTER COLLECTION

Boutique Luxury, Contemporary Design

An urban oasis by the Dubai Canal, delivering bespoke service and understated elegance. Enjoy curated art, a rooftop pool, and exquisite dining experiences in a chic, modern setting.

HOSPITALITY  
TRENDS  
2025



EXPERIENTIAL  
STAYS

Immersive  
cultural jour-  
neys & unique  
adventures.



AI-INTEGRATED  
SERVICES

Personalized  
guest  
experiences &  
smart room  
controls.



SUSTAINABLE  
LUXURY

Eco-conscious  
practices &  
mindful  
consumption.



WELLNESS-  
FOCUSED  
TOURISM

Holistic health  
programs &  
rejuvenating  
retreats.

**WOW**  
DEALS  
360  
THE 360 PLATFORM

# BEST COFFEE SHOPS IN UAE 2025

Discover the pinnacle of coffee culture across the Emirates, from specialty roasters to minimalist havens, setting the trends for 2025. A curated selection of the finest brews, atmospheres, and innovations.



## Nightjar Coffee Roasters

Known for its raw, industrial aesthetic and exceptional small-batch specialty roasts. A hub for coffee purists and creatives, offering unique single-origin beans and artisanal brewing methods. The espresso bar is a must-visit for a powerful caffeine kick.

- Specialty Roasting
- Artisanal Brewing
- Craft Coffee



## % Arabica Dubai Mall

A minimalist haven for coffee lovers, renowned for its simplicity, precision, and global presence. Enjoy meticulously crafted espresso drinks made from the finest Arabica beans, sourced directly from farms worldwide. The clean design and premium quality redefine the coffee experience.

- Minimalist Design
- Global Brand
- Premium Beans



## RAW Coffee Company

Pioneers of sustainable coffee in the UAE, committed to organic farming and ethical sourcing. Their carbon-neutral roastery and café offer a guilt-free coffee experience, with a focus on environmental responsibility and community impact.



- Sustainable Sourcing
- Eco-Friendly
- Community Hub



## Drop Coffee

A vibrant boutique café celebrating creativity and individuality. Known for its inventive signature drinks, artistic presentations, and lively atmosphere. A popular spot for remote work and social gatherings, with a constantly evolving menu of experimental flavors.

- Creative Drinks
- Remote Working Hub
- Influencer Café

# BEST BEACH CLUBS & LUXURY EXPERIENCES 2025

## NOBU BEACH CLUB

Experience luxury seaside dining at its finest. A harmonious fusion of Japanese-Peruvian cuisine under the sun, complemented by chic lounge music, exclusive cabanas, and panoramic ocean views. The epitome of sophisticated coastal indulgence.



## SAADIYAT BEACH CLUB

An exclusive beachfront retreat on pristine shores. Offering premium hospitality with private cabanas, gourmet dining, a stunning infinity pool, and direct access to a secluded, white-sand beach. Perfect for a tranquil, luxurious escape.



## WHITE BEACH

A vibrant lifestyle destination within Atlantis. Enjoy energetic beats, stylish design, and a lively atmosphere. Featuring a large infinity pool, chic bars, and a calendar of world-class DJs and events. The ultimate spot to see and be seen.



## SUMMERSALT BEACH CLUB

An upscale beach experience at Emirates Palace. Combining Arabian hospitality with contemporary luxury, offering refined dining, private access to a pristine beach, and a sophisticated, relaxed ambiance. A true oasis of elegance.





**WOW 360**  
**SPECIAL**

# THE BLOCKCHAIN BREAKTHROUGH

**SECURE. TRANSPARENT. DECENTRALIZED.**

## "Bitcoin"..Digital Money.. Digital Risk...

By: Waqar Khan

I don't know whether you usually read my columns or not, but I am fairly certain that seeing the word crypto in the headline will make many pause and read this one. My only request is simple: once you finish reading, take a moment calmly, thoughtfully, and without haste before making any decision. era where money may no longer have any physical form at all. It will exist only as data stored, transferred, and viewed digitally. During my recent visit to Bitcoin MENA, held at ADNEC in Abu Dhabi (UAE), I witnessed this transformation firsthand. What once felt theoretical is rapidly becoming a lived reality. Yet with every major shift comes an un-



There was once a popular television commercial in Pakistan that went, "Token se zara bach ke... rang le ke aana zara soch ke samajh ke." It was only about buying paint, yet the message was powerful: think before you choose. Today, however, the subject is not paint it is your lifetime savings. Whether it is digital coins or crypto Currency, the same advice applies pause, think, and understand before taking a step. Human history shows that money has never been static. We began with barter systems, moved to paper currency, then to plastic money through debit and credit cards. Now, we are entering an

comfortable but necessary question what is the true cost of this digital currency? This is where the conversation around crypto mining becomes critical. While cryptocurrencies appear virtual, their backbone is anything but mining requires vast infrastructure powerful computers, large data centers, electric turbines, and in some regions, massive hydroelectric systems. The result is extraordinary energy consumption. In fact, some large scale mining operations consume electricity comparable to that of small countries, raising serious concerns about sustainability, environmental impact, and carbon emissions.

This is why the global debate has shifted. The future of digital currency is no longer just about technology and profit it is about renewable energy, green mining practices, and responsible regulation. Events like Bitcoin MENA highlight a clear reality: the future economy will be digital but maintaining balance between innovation, energy security, environmental responsibility, and human needs will be the real challenge. The real question, therefore, is not whether digital currency will arrive it already has. The question is: where will we stand when it fully takes over? When all our wealth exists only on a mobile

screen, with no physical form, no paper trail, and no tangible backup what happens if the system fails? A cyberattack, a massive outage, or a digital collapse could leave us staring at a silent screen, holding nothing but numbers that once meant security. So, a final word of caution. This is not a game. This is your life's hard earned savings. Before placing blind trust in glowing digits on a screen, understand your risk. Because if that screen ever goes dark, regret will be the only thing left in your hands. The choice is yours but remember, progress without wisdom is not advancement it is a test.

# THE NATURE

LIFE  
UNDER  
THE FEET

## THE NATURE ISSUE

Supporting Nature for the cover story goes here



**WOW 360**  
**SPECIAL**



NATURE METRICS

# WOW HAPPENING: WORLD FUTURE ENERGY SUMMIT 2026

## INNOVATION FOR SUSTAINABLE TOMORROW

The World Future Energy Summit 2026 is the global epicenter of sustainability and clean technology. Hosted in Abu Dhabi, it attracts leaders, innovators, and investors shaping tomorrow's energy solutions.



### Key Focus Areas:

#### 1 Renewable Energy Innovations

Experience cutting-edge solutions in energy and sustainability. From next-gen solar panels to smart city tech, the expo floor is a glimpse into the future.

#### 2 Global Thought Leaders

Hear from ministers and CEOs driving climate initiatives. Panel discussions tackle key challenges in renewable energy and carbon-neutral strategies.

#### 3 Investment & Partnerships

VC firms, sovereign wealth funds and startups collaborate to fund next-gen energy technologies.

### Key Focus Areas:

#### 1 Innovative Exhibits

Experience cutting-edge solutions in energy and sustainability. From next-gen solar panels to smart city tech, the expo floor is a glimpse into the future.



#### 2 Global Thought Leaders

Hear from ministers and CEOs driving climate initiatives. Panel discussions tackle key challenges in renewable energy and carbon-neutral strategies.



### The UAE's Role:

The UAE is positioning itself as a global leader in clean energy and climate action.

Through Masdar, the summit's organizer, it showcases its commitment to innovative, sustainable change.



### Why FUTURE ENERGY Matters:

- By 2026, the UAE targets 20% of power from renewables
- Aligns with COP commitments and the UAE's national climate strategy.
- Business and investment deals that redefine the sustainability landscapes.

### WOW INSIGHT

The World Future Energy Summit is not just an event; it is a catalyst driving the future of energy towards a greener, smarter, and more sustainable world.



NATURE  
METRICS

# INNOVATION FOR THE PLANET:

A Conversation with  
Ms. Laura Plant of NatureMetrics



In a world where sustainability has moved from conversation to obligation, environmental intelligence is becoming one of the most powerful tools in corporate decision-making. During an exclusive WOW 360 LIVE Podcast, Ms. Laura Plant shared how science, innovation, and biodiversity data are reshaping the way industries understand their impact on nature.

## THE SCIENCE BEHIND THE IMPACT

Environmental DNA offers on-benthing genetic  
groundwater to waterbodies.

- Faster biodiversity assessment
- Accurate species detection
- Scalable environmental monitoring
- Data-backed sustainability reporting

“

*Understanding nature  
is the first step toward  
protecting it. Data  
gives us the power to  
act responsibly.”*

— Ms. Laura Plant

# AN EXCLUSIVE INTERVIEW WITH LAURA PLANT, NATUREMETRICS WOW 360 | THE MAGAZINE

Nature is constantly leaving clues about the life it holds. Today, a groundbreaking technology called Environmental DNA (eDNA) is transforming how scientists monitor biodiversity and understand ecosystems. Instead of relying solely on traditional observation methods, scientists can now detect species by analyzing traces of DNA left behind in water and the environment.

In this exclusive interview with WOW 360 THE MAGAZINE, Laura Plant from NatureMetrics explains how this innovative technology is reshaping conservation, environmental monitoring, and the future of biodiversity protection.

NatureMetrics is a global leader in biodiversity monitoring using environmental DNA, helping governments, companies, and conservation organizations make better decisions to protect nature.



**WOW 360:** Laura, can you explain what Environmental DNA (eDNA) is in simple terms?

**LAURA PLANT:** Environmental DNA, or eDNA, is genetic material that organisms leave behind in their environment. Every living organism leaves traces of DNA in water, soil, or air. By collecting and analyzing these samples, we can identify which species are present without needing to physically see them.

**WOW 360:** How is this technology changing traditional biodiversity monitoring?

**LAURA PLANT:** Traditionally, monitoring biodiversity required physically spotting animals or using cameras and field surveys. This can be time-consuming and sometimes ineffective. eDNA allows us to detect species much faster, more accurately, and without disturbing ecosystems.

**WOW 360:** What makes this approach so powerful?

**LAURA PLANT:** It allows us to detect species that are rare, hidden, or difficult to observe. This gives us a much clearer and more complete understanding of biodiversity.

**WOW 360:** How does NatureMetrics use eDNA to help organizations and governments?

**LAURA PLANT:** At NatureMetrics, we collect environmental samples and analyze them in our laboratories. This allows us to provide accurate biodiversity data to governments, companies, and conservation groups so they can make informed environmental decisions.

**WOW 360:** What role do you see eDNA playing in the future?

**LAURA PLANT:** eDNA will become a standard tool for biodiversity monitoring worldwide. It will help us better understand and protect our planet's ecosystems.



HOST



GUEST

## WOW 360 STORIES

**WOW 360:** How important is this technology for protecting biodiversity?

**LAURA PLANT:** It is extremely important. It helps detect environmental changes early, identify endangered species, and monitor ecosystem health. This allows faster action to protect nature.

### WHY THIS MATTERS:

NatureMetrics and environmental DNA technology are helping humanity move toward smarter, science-based conservation. This innovation allows us to protect biodiversity more effectively and ensure a sustainable future.



WOW 360 THE MAGAZINE | SCIENCE &  
INNOVATION FEATURE

# WOW 360

THE MAGAZINE

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# WOW DEALS 360

ALL OFFERS ON ONE PLATFORM

## WOW DEALS 360: UAE'S BEST OFFERS & DISCOUNTS

Your Ultimate Guide to **Exclusive UAE Discounts. All in One Place.**

WOW Deals 360 is the #1 platform in the UAE for discover and compare, the best deals in dining, shopping, beauty, and travel. All in one convenient platform.



### DINE & INDULGE

- ✓ Luxurious dining offers, brunches, and gourmet experiences.
- ✓ Exclusive discounts at top UAE restaurants
- ✓ Buy One, Get One Free (BOGO) deals

### SHOPPING & FASHION

- ✓ Premium brands at unbeatable prices
- ✓ Flash sales and seasonal discounts
- ✓ Exclusive promotions on top fashion & luxury brands.



### DINE & INDULGE

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### TRAVEL ESCAPES

- ✓ Hotel, resort, and travel package deals
- ✓ Exclusive staycation offers
- ✓ Discounted luxury travel packages across the UAE and beyond.



Download WOW Deals 360 App

Access all UAE offers in one place – from luxury dinners in Dubai to exclusive staycations in Ras Al Khaimah.

**SAVE & WIN BIG!**

Daily discounts limited-time offers & cashback rewards

# WOW DEALS 360

# WOW DEALS 360

## ALL OFFERS ON ONE PLATFORM

In the UAE, luxury and excitement are part of daily life. **WOW DEALS 360** is your all-access pass to exclusive discounts and experiences across the Emirates – all in one app.



### HOTEL STAYS

Indulge in opulent staycations at 5-star hotels and resorts in Dubai, Abu Dhabi, and beyond.



### DINING DEALS

Savor gourmet experiences at top-rated restaurants, from beachside brunches to Michelin-starred dinners.



### SPA & WELLNESS

Relax in world-class spas offering rejuvenating treatments with exclusive discounts.



### ADVENTURE ACTIVITIES

Thrill-seekers can enjoy desert safaris, yacht cruises, helicopter tours, and water sports.



### TOP UAE OFFERS TO BOOK NOW



**Atlantis, The Palm**  
Dubai



**2-for-1 Fine Dining**  
at Pierchic Dubai

### TOP UAE OFFERS TO BOOK NOW

- Exclusive discounts & perks
- Instant booking on top attractions
- Curated offers tailored for UAE lifestyle

# WOW DEALS 360