

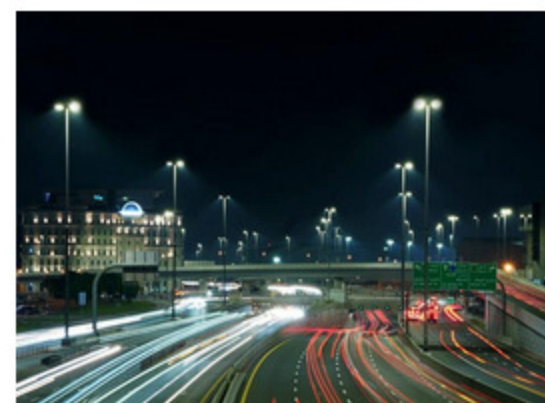
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By Staff Writer

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‘Legacy is like a gift’, says Easa Al Gurg at the Arabian Business Leadership Summit 2024

In a panel discussion titled “Legacy Building” Al Gurg shared his insights on legacy, sustainable growth and leadership



Al Gurg's insights provided a comprehensive view of how legacy, sustainability, and growth can coexist and complement each other in the business world

“Legacy is like a gift,” Easa Al Gurg, Group CEO of Easa Saleh Al Gurg Group said at the [Arabian Business Leadership Summit 2024](#).

In a panel discussion titled “Legacy Building” Al Gurg shared his insights on legacy, sustainable growth and leadership.

Al Gurg began the discussion by defining legacy as “what you leave behind and what you are remembered for.” He emphasised the importance of not only preserving and protecting a legacy but also growing it for future generations.

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“It’s crucial to not only preserve and protect your legacy but also to ensure its growth for future generations.” This ethos is a cornerstone of Al Gurg’s approach to his [family business](#), reflecting a commitment to continuous improvement and forward-thinking strategies.

When asked about the role of responsibility in legacy building, Al Gurg affirmed its significance. He stated that to create and grow a legacy, one needs to have a sense of responsibility and seriousness. He also highlighted the need to balance legacy goals with business interests.

It’s important to focus first on long-term objectives as we look at diversification, growth, expansion,” he explained. Diversification emerged as a key strategy, as he detailed the importance of expanding business portfolios across different market segments and geographical regions.

“It’s important to make sure that we take care of the pennies and the pounds take care of themselves,” he added, underscoring the necessity of meticulous planning and management.

Sustainability and profitability

A significant portion of the discussion revolved around integrating sustainable practices within business operations. Al Gurg acknowledged the challenges, stating, “It’s a challenging activity to bring sustainability to business,” adding that, “At the end of the day, we’re all in business to make money.”

However, he affirmed that sustainability can align with financial goals. “But that being said, we are very standard in being sustainability practices, something very important. We’ve had a lot of strong partnerships,” he said.

Future growth sectors in UAE

Al Gurg also shared his insights on the sectors poised for growth in the UAE, emphasising the role of connectivity and government strategy. “If we really look at the UAE as an example, we’re quite lucky to have a government as a role model,” he said.

Leadership and ethical practices

On the subject of leadership, Al Gurg stressed the importance of ethics and making decisions that have a positive impact. “It’s important to focus on doing what’s right,” he asserted.

Al Gurg’s insights provided a comprehensive view of how legacy, sustainability, and growth can coexist and complement each other in the business world. His emphasis on responsibility, ethical practices, and strategic diversification offers a roadmap for family businesses aiming to build and sustain their legacies in a rapidly evolving economic landscape.

The [Arabian Business Leadership Summit](#) is currently underway in Dubai with some of the most influential business leaders in the region in attendance including Easa Al Gurg, Vineet Shukla, Dr. Shamsheer Vayalil, Hatem Dowidar, Raki Phillips and more.

The summit serves as a platform for leaders to exchange ideas, discuss obstacles, and explore possibilities for shaping the future of business in the Arab region.

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