



Zeina Abou Chaaban
Co-Founder
Palestyle

Zeina's 12+ years of passion and experience is in creating successful start-ups & business models with a social return on investment.

After a solid experience in the corporate world, in 2009, she founded Palestyle, one of the pioneering social businesses in the MENA Region and the first business in the Middle East to attain the Social Return on Investment Certificate. For every \$1.4 invested in Palestyle, a \$2.8 of social return was measured.

Soon Palestyle became a success story in luxury fashion; covered by CNN International and its handbags with Arabic Calligraphy & Embroidery retailed in high-end department stores regionally and internationally such as Bloomingdales. The brand empowered over 100 refugee women with embroidery jobs and impacted 4500+ refugees with social development projects.

Over the years, for her work Zeina was awarded;

- The Emirates Woman Humanitarian Award (2013)
- 100 Most Powerful Arabs Under 40 - Arabian Business Magazine (2015, 2016 & 2018)
- The Best Woman Entrepreneurs Prize - MIT Arab Competition (2015)

She is also a speaker on social entrepreneurship invited to engagements in MIT University - Massachusetts, CSR Summit - Doha, Acumen Fund- Dubai, and World Bank / IMF Summit -Washington.

From corporate experience to running businesses, from strategies to operations, from partnerships to equity funding and from planning to executing social development projects on the ground, Zeina is always thrilled for opportunities that:

1. Mobilize businesses to impact most vulnerable, empower women & benefit refugees
2. Create a Resilient & Sustainable Entrepreneurial Ecosystems
3. Work with corporate CSR departments in achieving their social goals with the right match of cause, NGO partners & resources

Zeina has a Bachelors Degree in Business Administration from the American University in Dubai and post graduate trainings including Humanitarian Project Management, and Response to Humanitarian Crisis and Conflict.