



## GAWBL-Summit 2018

German-Arab Women Business Leaders

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## Deena A. Al Faris

Vice President Al Faris Caviar Farms  
Founder Qamrah Brands, KSA

Being a co-Founder of the first Saudi Caviar Farm was not enough. I launched my Qamrah Fashion Brand to reach out to women and help them rise up with self-confidence.

My story began with a loving, inspirational entrepreneur father who believed in me, and nourished my ambitions through the provision of education and unique experiences.

Like most ambitious woman, I wanted to be everything at the same time. I studied Business and went on to earn a master's degree in International Law, majoring in women's rights. I am now married to a supportive, loving husband and blessed with two sons.

At a young age, I co-founded the Al Faris Sturgeon Fish Farm and Caviar Court factory. I proved that women can break the glass ceiling in a male dominated field, and earn a Chief Executive position during a time when that was not as acceptable as it is now.

One of the most significant challenges I faced was to cross the trading borders and export Saudi Caviar to Russia. Overcoming international bureaucracies and coming up with a persuasive strategy is a unique experience that I shall never forget. It has certainly put us on the map!

A few years ago, I realized I needed to move out of my comfort zone and do more with my true passion focusing on elevating the aspirations and her executive presence.

So, I created a Platform and Fashion brand through QAMRAH WORLD to empower women to find their purpose and pursue dreams.

"I Remind myself and all women to own our aspiration, believe in our power to live up to our potential with confidence, enjoying the purposeful world. We are ready to embrace ambition."

*Deena Al Faris*