

H.E. Ameera BinKaram
Chairperson of the Executive Committee
Sharjah Business Women's Council
Sharjah, United Arab Emirates

Ameera Abdelrahim Binkaram is currently the Chairperson of Sharjah Business Women Council and the President of Friends of Cancer Patients Society and is a member of the Board of the Gulf Cancer Federation based in Kuwait. She is a founding member and advisory of the board of trustees of Sharjah Tatweer Forum and a newly elected member of the UAE Genes Association. On a personal note, she has initiated the Annual Women's Leadership & Technology Conference 2010, held in collaboration with MEPI, the American University of Sharjah and Sharjah Chamber of Commerce & Industry.

Ameera started her career as the General Manager of Sharjah Ladies Club, a Sharjah Government initiative to empower modern woman to achieve her social, cultural and individual aspirations. As the GM, she oversaw a major renovation of the club facilities, making it a sophisticated women's club in the region. During her tenure, Ameera invested commendable efforts to develop general health awareness and effective sporting habits, and to nurture creative talents amongst women and children.

She later joined her family business in 1997 as Director of Human Resources Management, safeguarding the interests of over 2000 employees in the UAE based Binkaram Group of Companies and has gradually escalated to the position of Vice President. At the Binkaram Group, Ameera introduced contemporary HQSSE practices in accordance with ISO 9001, 14000 and 18000 certifications. She effectively channelized the corporate social responsibility programs of the group in supporting various welfare, charity and environmental activities which are not confined to the UAE alone.

As a woman in leadership in today's complex world of affairs, Ameera believes strongly in herself and is confident of accomplishing any task she sets her mind to. An ardent advocate of women's participation in economic activities, Ameera is a philanthropist, a social worker, and is proactive in issues concerning the environment as well. She provides strategic and operational leadership to many organizations dedicated to social and women's causes.

A graduate from the Higher Colleges of Technology with a Higher Diploma in Communication Technology, Ameera's personal interests encompass diverse fields such as Fine arts, Archaeology, Photography, Equine world, and horticulture. She is an avid collector of paintings and artefacts with an extraordinary breadth of interest in works that depict regional sensibilities.