



# ACCLAIM

RECOGNISING LEADERS ACROSS THE GLOBAL WEALTH MANAGEMENT INDUSTRY  
THROUGH THE **WEALTHBRIEFING** AWARDS PROGRAMME

**EXCLUSIVE**  
WEALTHBRIEFING  
MENA AWARDS  
WINNERS 2022



December 2022

## CdR is about people.

With 36 people across our 4 locations, we are proud to have a broad range of individuals across 17 nationalities, speaking 11 different languages, with an average of over 22 years' of experience each. CdR has excellent people, whose sole focus is on achieving the best outcome for clients.



Leading By Example.



# A STRONG EXAMPLE OF INDEPENDENCE AND QUALITY

**Nour Tassabehji**, SEO and Investment Director, **CdR Capital Limited**, talks to **Tom Burroughes**, *WealthBriefing* Group Editor.



**Nour Tassabehji**  
SEO and Investment Director,  
CdR Capital Limited

**Please explain what you think makes your firm successful in its chosen field.**

We have developed a robust investment process that allows us to build long term portfolios for clients that achieve their desired risk and return objectives, often from non-correlated sources of returns.

**What have been the main obstacles you had to overcome and how did you do so to reach this level?**

As independent wealth managers, CdR came into the market in the GCC well before others. This meant that there was a long education process for clients to understand the model of CdR versus being used to working with only private banks.

**What are the main contributions do you think you bring to the wealth management industry?**

We make sure to lead by example in our industry when working with our clients, with other service providers and amongst ourselves as a team. Our reputation is our most powerful asset.

From the investment side, a key difference that we bring to the industry is servicing private clients with an institutional client mindset which sets us apart from our competition.

**How do awards such as this make a difference to your firm and your colleagues?**

It is a great honour to be awarded leading female executive. We see many of our clients focused on governance both in their businesses but also in their family office.

**Where in the world do you operate are you mainly a domestic player or international?**

We have offices in Geneva, London, and Dubai. Our six-year presence in Dubai allows us to position ourselves as experts in the region from a client standpoint, and this is very complimentary to our global presence in key jurisdictions.

**What does success look like to you - can this be measured in hard numbers, or in qualitative ways, or both?**

Success is both quantitative and qualitative. We need to ensure we meet the risk and return objectives that our clients are expecting of us. We also all want to grow our client base and continue to grow the firm.

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**What position would you like your firm to hold in its sector in five years' time?**

I look forward to seeing CdR managing significantly more client money over the coming years.

**What do you like most about the wealth management industry, and what do you like least and would most like to change?**

What I like the most is the trust that our clients place in us to help them formulate the best approach to stewardship of their wealth (in its financial as well as societal aspects) for themselves, and the generations to come.

What I like the least is that there is a tendency in this industry to be short term. And the pressure inside our larger competitors to be product, or transaction, led.

**Can you sum up the philosophy that sums up your firm/you the best?**

"Don't explain your philosophy. Embody it." Epictetus

Investment done well benefits all parties. The investor as well as the company or the company receiving the investor's support. Therefore, we try to invest, wherever possible, alongside our clients. Additionally, wealth management is sometimes seen as exporting capital from the countries and regions in which it is made. We try to be inward investors, backing philanthropy and entrepreneurship in the countries of origin of our employees and clients. ■





WINNER: Branford Capital Ltd



WINNER: Nour Tassabehji, CdR Capital



WINNER: Citi Private Bank / CitiTrust MENA



WINNER: Comarch



WINNER: Globaleye



WINNER: Maria-Gabriella Burgio-Chiappa, HSBC Private Bank



WINNER: Huriya Private