

# Elham Al-Qasimi

TAKING HER CAUSE TO THE NORTH POLE!

**I**t is all very well praising the UAE's capacity to: "Push the limits, in both your personal and professional lives," but few people utilise this to the extremes that adventurer Ehlam Al-Qasimi is doing, as the first Arab woman and UAE national to ski to the North Pole. "I always wanted to do this," she says, "but I didn't think I would ever take the time out to commit to it fully in the midst of a busy career in corporate finance!" Her rigorous full time training schedule has meant her high-powered role as an investment manager is on ice while she gears up for her exciting expedition. "I believe you should always look inward and face your challenges; you end up landing gently exactly where you belong, a destination you could never have foreseen from the start."

Her incredible trek from the sands of the UAE to the snowy landscape of the Arctic is in support of PEAS – Promoting Equality in African Schools – as she believes in a charity whose "intervention lends towards sustainable livelihoods and social mobility rather than just hand-outs to disadvantaged people that cease to help people as soon as the NGO is gone." And as Elham describes herself as "proactive, energetic and non-conforming," we have no doubt she will achieve her goal in indomitable style.

