



LIVING

The right direction

IN A CULTURAL MELTING POT LIKE DUBAI, it is important to know what's culturally apt and what's not. Nour Khoury Roumieh, managing partner of Finishing Touch, a Dubai-based Academy that gives lessons on etiquette, tells **Fatma Salem** on how they bridge the cultural gaps

Finishing Touch is the first Academy that teaches etiquette in the Middle East based in Dubai.

Set up in September last year, it aims to promote good manners by imparting education on soft skills and dealing with cultural

differences. Nour Khoury Roumieh, managing partner and co-founder of Finishing Touch, the Academy of International Etiquette and Savoir-Vivre, Dubai Knowledge Village, outlines the principles and aims of the Academy.

What is the vision of the Academy?
Our vision is creating a better tomorrow in every aspect; therefore, the Academy attempts to build a generation fortified with the highest standards of grace, charm, power and confidence in order to create a brilliant future led by

Finishing Touch teaches what are the socially acceptable customs here. For example, where a handshake is concerned.

visionary people. Our role is to provide comprehensive professional courses in etiquette to facilitate mutual interaction between people hailing from different cultural backgrounds.

What does the Academy provide?

The Academy caters to the needs of those between the ages of 7 and 77. The programmes are tailored to meet modern-day requirements as far as cultural courtesies goes and are interactive, mixed with a little fun and joy to make the experience unforgettable.

We make sure our students practise the lessons taught to them.

Are the courses presented by professionals?

Yes. Our team of instructors and trainers consists of professionals and academics from different nationalities. However, all

the instructors have been previously trained by a Swiss consultant.

What is the purpose behind establishing such an Academy here? Such institutions were largely Europe-centric and catered to the affluent classes.

The concept behind establishing such an Academy here is to create a 'classy' edge and educate whosoever has an interest in learning about cross-cultural behaviour and the heritage and traditions of the UAE society in general, and lifestyle of Dubai in particular. Dubai is a melting pot of myriad cultures, its rapid development and booming economy are among the many accomplishments to its credit. We attempt to organise

the relationship among individuals which will be reflected in society



Nour Khoury Roumieh...
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overall and which will minimise conflict, misunderstanding and arguments.

Our role is to educate those who seek etiquette, on what's appropriate to follow and what's not by giving professional theoretical tips. However, the actual execution of these rules is their responsibility. For instance, people who wish to reduce or trim their figures through regular exercise will ultimately realise the goal they seek. Good manners has the same basis. If the etiquette-seeker constantly applies the theories he or she has learnt they'll be an integral part of his/her daily behaviour. We always remind our students to convert the fruitful thoughts into action and interpret them properly. Therefore, the choice of changing into a better individual is totally upto him or her.

The Academy's programmes are meant to meet the requirements of people who truly look forward to upgrade their level of private or social manners in order to be good at first to themselves, then to their family, friends, society, and to the world.

What kind of etiquette courses does the Academy offer?

We have several courses. The corporate etiquette programme imparts business etiquette skills in order to develop healthy corporate relations, while the social etiquette course provides the highest quality of etiquette and lifestyle.

The youth etiquette course prepares children, teenagers and young adults to help create their best impression at all times so it becomes second nature.