

Building Tomorrow's Families: The KFB Social Enterprise Story

When couples walk into a fertility clinic, they often carry with them more than just medical charts. They bring hope, anxiety, and stories that stretch across years of waiting, sometimes even heartbreak. Dr. Nahla Kazim, one of the UAE's leading voices in reproductive medicine and healthcare, has seen it all in her 25 years of practice. And if there's one thing she has learned, it's that fertility care can't begin and end in a laboratory.



"True reproductive health," she points out, "is not just about IVF cycles or medical interventions. It's about complete well-being – physical, mental, and social. It begins with education, continues with support, and requires society to come together," elaborates Dr Nahla.

A cocoon for couples

That belief is what gave birth to Kazim's Fertility Barza (KFB), a pioneering initiative she founded to change the way the UAE – and eventually the wider world – thinks about fertility.

The word barza itself is steeped in tradition. In Emirati culture, the majlis and barza are gathering spaces where communities come together to talk, learn, and share. Dr. Nahla drew on this heritage to create a modern platform where

reproductive health could be discussed openly, without stigma or judgment.

Dr Nahla elaborated further, "The UAE is such a diverse place, full of people from different cultures and backgrounds," she explains. "To make progress, fertility care must respect these traditions. We cannot just impose medical knowledge. We must create safe spaces where myths are addressed, where taboos are gently broken, and where people feel they can talk freely."

Educating the community on reproductive health

That's why KFB doesn't limit itself to clinics. It goes into academic institutions, teaching age-appropriate reproductive health



Dr. Nahla Kazim
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to young people. It reaches out to workplaces, advocating for fertility-friendly employee policies. In doing so, it aligns seamlessly with national priorities like UAE Vision 2031 and 2071, which emphasize family well-being and human capital development.

Most fertility journeys begin only after problems arise. But Dr. Nahla wants to flip that script. KFB is built around prevention and empowerment – equipping people with balanced-knowledge and healthy habits long before they need medical help.

“A big part of our mission is prevention,” she says. “We want to educate individuals early, guide them on lifestyle changes, and encourage proactive steps like fertility preservation. Something as simple as quitting smoking can make a huge difference to fertility outcomes.”

Through personalized reproductive health assessments and counseling, KFB helps people take charge of their futures. Instead of reacting to a crisis, they can make informed decisions at every stage of life.

Blending Technology and Innovation

If KFB is rooted in cultural sensitivity, it is equally futuristic. Its “Barza Boosters” are tech-driven tools designed to make reproductive health more accessible, engaging, and stigma-free.

Picture a young couple using an Augmented Reality (AR)-powered Fertility Wheel to map out their reproductive journey together. Or a woman in a remote community accessing stigma-free advice through an AI-driven Mixed Reality platform in her own language. Medical students might learn reproductive anatomy through VR classrooms, while would-be parents find comfort in a well-being app designed to ease their anxieties.

“This is not science fiction,” Dr. Nahla smiles. “These are the educational materials of the future – and we are building them now.”

The point isn’t technology for technology’s sake, she adds. It’s about using innovation to remove

barriers and give people access to clear, compassionate guidance wherever they are.

Dr. Nahla’s authority comes from experience. Trained at the University of Edinburgh, she spent decades working with leading fertility centers in the UAE – Tawam Fertility Center, Fakhri IVF, and Bourn Hall-Mediclinic. She has always been standing shoulder to shoulder with IVF pioneers and watched ART evolve in the region.

“I’ve seen how the science has changed,” she reflects. “But I’ve also seen the emotional toll on couples, the cultural sensitivities, the difficult decisions. Fertility is not just a medical journey – it’s a profoundly human one.”

This blend of clinical expertise and empathy is what defines KFB. Every tool, every outreach program, every publication is backed by solid science but delivered with compassion.

Disseminating Knowledge: GYNETICS

One of KFB’s most exciting projects is GYNETICS, a bi-monthly magazine created with Health Magazine. The idea is simple but powerful – translate complex reproductive science into easy-to-understand language for the public.

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Knowledge is power,” says Dr. Nahla. “GYNETICS helps people make sense of everything – from gynecology and women’s health to AI-driven fertility technologies. When people are informed, they feel empowered, not afraid.”

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Unlike traditional clinics, Kazim’s

Fertility Barza identifies itself as a social enterprise. Its mission is not simply to treat infertility but to create a lifelong culture of reproductive wellness.

This vision is strengthened by the KFB founding members – professionals from healthcare, law, education, and other fields, all part of the Kazim family. Their collective expertise ensures that KFB looks at fertility from every angle, addressing medical, legal, cultural, and emotional needs.

“We are moving from a reactive model of fertility care,” says Dr. Nahla, “to one that is holistic, proactive, and community driven.”

In many ways, KFB reflects the UAE’s own ambitions. Just as the country has become a leader in cutting-edge healthcare and medical tourism, KFB is positioning reproductive wellness as a national priority.

By blending medical expertise with cultural sensitivity, and tradition with futuristic technology, Dr. Nahla and her team are creating a model that could inspire other nations.

“This is not only about babies,” says Dr. Nahla with conviction. “It’s about healthier families, stronger communities, and a more informed society. It’s about giving people the tools to take charge of their reproductive destinies – with knowledge, compassion, and dignity.”

Kazim’s Fertility Barza is already shaping what that future will look like. “We are building a future through multi-disciplinary approach and experts-community-collaboration where reproductive wellness is not hidden or stigmatized but embraced as part of life. Where people feel supported, not alone. And where the dream of a family is nurtured with science, compassion, and empowered generations,” concludes Dr. Nahla.