



MIDDLE-EAST AFRICA & ASIA  
LEADERSHIP FORUM

THE 3rd ANNUAL  
**MIDDLE EAST  
AFRICA ASIA  
LEADERSHIP FORUM**  
JANUARY 12, 2010 • ABU DHABI, UAE

**BusinessWeek**  
EVENTS

DNMconnect  
leadership opportunities



# Success beyond the Crisis

“Leveraging Resources, Leading Change”

**BusinessWeek**  
**EVENTS**



The Middle East Asia Leadership Forum is an annual event in its 3rd year. Having successfully created a bridge between Asia and the Middle East, the 2010 event aims to incorporate the African continent and connect opportunities from Asia's Pacific to Africa's Atlantic Ocean.

The forum brings together like-minded business and thought leaders who read beyond the print and productively network in order to find solutions and initiate change. 2010's event will provide a unique opportunity to project a path beyond the global economic crisis by leveraging opportunities in the World's only growth zone.

Underserved, under exploited under developed but over resourced, it is no wonder that the economic corridor from the Far East to Africa holds so much promise. The Forum acts as a strategic planning tool, providing critical input needed to develop scenarios and assess the future of this fast growing and rapidly transforming part of the world. An invitation-only event with discussions led by regional and international experts, this exclusive and intimate two-day gathering provides strategic insights into the new financial, geopolitical and institutional dynamics that are emerging as a result of global trends.

This year's agenda aims to empower its participants with the competitive edge needed to succeed in these turbulent times. The forum aims not only to shed light on obvious challenges, but also to surface opportunities available to a region that is gifted with natural resources, and poised for growth.

Organizers:

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### *Parallel Session 1*

#### **Trade Not Aid: Micro Finance and Corporate Social Responsibility: How the region can benefit.**

Since its invention by Grameen Bank in Bangladesh decades ago, micro finance has developed into a powerful tool to nurture entrepreneurs and give rural women the seed capital they need to start new businesses. This session will examine how banks and other players in the region - especially in Egypt, sub-Saharan Africa and India - can use micro finance both to earn and profit while creating a new space for small business to flourish in. Measuring the long term result of micro lending, to ensure stable growth for the future, is of fundamental importance to ensure growth at a macro level.

### *Parallel Session 2*

#### **How Can We Measure New Business Opportunities in Africa.**

With the world headed for recovery, Africa, in particular sub-Saharan Africa will be back on the radar screen of big companies from the Middle East and Asia. Companies from these regions are best suited to thrive in Africa, as they know how to operate in developing markets, where cash - and - barter economies often exist side by side with more developed activities. Standout opportunities exist in countries like Nigeria, Tanzania, South Africa, Mozambique and Zambia, which have stability, activist governments and new entrepreneurial classes to work with.

### *Parallel Session 3*

#### **The shifting sands of Family Businesses: Their role in a changing times and their importance in the region.**

As the largest employers in the Middle East with controlling stake in a majority of industries and sectors - the future of Family Businesses is crucial in the ongoing economic success of the region. These businesses have not only shifted from first to second generation leadership in a very short time but in many cases expanded beyond their core business. The new generation of leaders faces more challenges than ever before. How is succession successfully managed within often large groups of family shareholders? How can outside talent be brought in to balance the skill sets within family owned businesses and to clarify the separation of management and ownership of a business? What opportunities are offered up by the economic crisis that has taught valuable lessons to the new generation now in control?

### *Parallel Session 4*

#### **Opportunities in China, Indonesia and Malaysia.**

What are the opportunities for Middle East firms in China, Indonesia and Malaysia? How do the business customs differ - and how heavy is the involvement of the state? What special attributes can Middle East firms leverage as they seek out business opportunity in East Asia? Middle East firms have capital, knowledge in energy, banking and trade, and an affiliation with the largely Islamic cultures in Malaysia and Indonesia. Each of these Asian economies is startlingly different and each needs a distinctive approach. How can two very different regions marry their areas of expertise to create a robust partnership for the future.

### *Closing interview*

Forum Chairperson:

**Her Excellency Sheikha Lubna bint Khalid al Qasimi**

Minister of Foreign Trade, Government of United Arab Emirates

**Chris Power**

Senior Editor Business Week



## Keynote Address

### **H.H Shaikh Nahyan bin Murbarak Al-Nahayan**

Minister of Higher Education and Scientific Research Government of United Arab Emirates

## *Plenary 1*

### **The Middle East, Africa and Asia: What comes next?**

Before the global financial crisis hit, the Middle East, Africa and Asia were rapidly forming a powerful new trading and investment bloc based on natural resources, a rising tide of capital, manufacturing prowess, labor mobility and the growing expectations of a new middle class.

Now it's time for an assessment. The crisis has sharply lowered trade flows, affected financial and real estate activity in the emerging financial centers of the Gulf, and curbed demand for the natural resources that Africa depends on and the foreign investment that it needs. The crisis has also taught the region that it is not immune to the panics and mistakes that occur in distant markets like the U.S. and it now needs to regroup and refocus its resources.

This panel, with representatives from Industry, Finance, and Government, will examine the impact of the crisis on one of the most promising areas of the world economy. The crisis has inflicted pain on the region and forced major restructuring. However the fundamentals remain intact. We'll hear from the experts on the return of a strong energy sector, Asia's next stage of activity in Africa, the financial lessons learned in the Gulf and the prospects for 2010 and beyond.

## *Plenary 2*

### **Post-crisis opportunities for the Arab World.**

The economic crisis has rattled business and banks throughout the region but also revealed deep strengths. The world still needs Saudi and Gulf oil, seeks out billions in fresh investment capital from the region's sovereign wealth funds, and expects Saudi Arabia, Dubai/Qatar/Abu Dhabi to emerge as an enduring centers of global banking and securities markets. Islamic finance is a fundamental part of this picture, as is the development of world class service companies in telecommunications, airlines and banking. We'll hear from industry executives in leading companies who will reveal their plans for new investment and new expansion.

## *Plenary 3*

### **Food Security: Feeding the Future.**

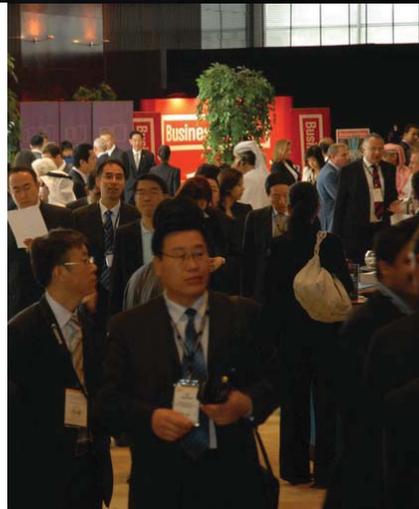
The rapid rise in rice, soy, corn and wheat prices in early 2008 jolted the Middle East and Africa, which need reliable, affordable stocks of grain to keep stability and nurture social development. The corn price spike, driven by the global demand for ethanol, was an especial shock. How can the Middle East and Africa become more self-sufficient in food production and partner with Asia and Africa to ensure supply? The answer lies in a mix of new agro-technologies, improved irrigation, rural land reform, more equitable rules for free trade in grain and careful strategic investment and planning within and beyond the region.



# THE MIDDLE EAST ASIA LEADERSHIP FORUM

The Middle East Asia Leadership Forum is an annual event in its 16th Year. Having successfully created a bridge between Asia and the Middle East, in 2009 the event aims to incorporate the African continent and thereby connecting opportunities from Asia's Pacific to Africa's Atlantic Ocean.

The forum brings together like-minded business and thought leaders who read beyond the print and want to productively network, in order to find solutions and initiate change. This year's event provides a unique opportunity to project a path beyond the global economic crisis by leveraging opportunities in the World's growth zones.



*" This Leadership Forum is needed for the combined dialogue between business in Asia and the Middle East. Leadership is required to understand that our future success together depends on our ability to innovate and create new knowledge, new technologies and new products; Success depends on building relationships across boundaries and borders and strengthening co-operation at all levels".*

**HH Shaikh Nahyan bin Mubarak Al-Nahayan**  
 Minister of Higher Education and Scientific research  
 Government of United Arab Emirates

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Underserved, under exploited and under developed but over resourced, it is no wonder that the economic corridor from the Far East to Africa holds so much promise. The Forum acts as a strategic planning tool, providing critical input needed to develop scenarios and assess the future of this fast growing and rapidly transforming part of the world.

# THE ANNUAL GATHERING OF THE MIDDLE EAST AND ASIA



An invitation-only event with discussions led by regional and international experts. This exclusive and intimate two-day gathering provides strategic insights into the new financial, geopolitical and institutional dynamics that are emerging as a result of global trends.

This year's agenda aims to empower its participants with the competitive edge needed to succeed in these turbulent times. The forum aims not only to shed light on obvious challenges but also to surface opportunities for regional dialogue and trade.

## Candid discussions framing global issues

The interactive format features keynote addresses, panel discussions, breakout sessions, executive interviews, live strategic debates and Q&As with the highest level leaders.

## Influence & Networking

Up to 250 executive peers attend from across Asia the Middle East and Africa.



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# HIGH-PROFILE SPEAKERS

Forum Chairperson

Her Excellency

**Sheikha Lubna bint Khalid Al Qasimi**

Minister of Foreign Trade,  
Government of  
United Arab Emirates



## Past speakers have included

- ◆ **His Highness Sheikh Nahyan bin Mubarak Al-Nahayan**  
Minister of Higher Education and Scientific Research, Government of United Arab Emirates
- ◆ **Her Excellency Sheikha Lubna bint Khalid Al Qasimi** Minister of Foreign Trade Government of United Arab Emirates
- ◆ **The Right Honorable Sir John Major, K.G., C.H.**  
Former Prime Minister, Great Britain and Northern Ireland
- ◆ **The Right Honorable Mike Moore**  
Former Director-General, World Trade Organization
- ◆ **The Right Honorable Jenny Shipley,**  
Former Prime Minister of New Zealand
- ◆ **Her Excellency Dato' Seri Rafidah binti Aziz,** Minister of International Trade & Industry, Government of Malaysia
- ◆ **His Excellency Krirkkrai Jeerapath**  
Minister of Commerce, Royal Thai Government
- ◆ **The Honorable Dr. Surin Pitsuwan,** Former Minister of Foreign Affairs Royal Thai Government and Member, International Advisory Board, Council on Foreign Relations
- ◆ **The Honorable Dr. Arun Shourie, M.P.** Former Minister of Disinvestment, Communications, Information Technology Government of India
- ◆ **Long Yongtu,** Secretary-General, Boao Forum for Asia and Former Vice-Minister, Ministry of Foreign Trade and Economic Cooperation (MOFTEC) People's Republic of China
- ◆ **Ambassador Edward Djerejian,** Founding director, James A. Baker III Institute for Public Policy Rice University, United States
- ◆ **Tanri Abeng,** Chairman PT Telkom, Indonesia
- ◆ **Omar Alghanim,** Chief executive officer Alghanim Industries Kuwait
- ◆ **Nabil Ali Alyousuf,** Executive president Dubai School of Government United Arab Emirates
- ◆ **Sameer Al Ansari,** Executive chairman and chief executive officer Dubai International Capital United Arab Emirates
- ◆ **Arlida bint Ariff,** Managing director South Johor Investment Corporation Malaysia
- ◆ **Peter Barker-Homek,** Chief executive officer Abu Dhabi National Energy Company United Arab Emirates

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# HIGH-PROFILE SPEAKERS

Keynote Speaker

His Highness

**Sheikh Nahyan bin  
Mubarak Al-Nahayan**

Minister of Higher Education and  
Scientific Research, Government of  
United Arab Emirates



## Past speakers have included

- ♦ **Faisal bin Juma Belhoul**, Founder and Managing Partner Ithmar Capital United Arab Emirates
- ♦ **Victoria Chu Pao**, President Platts, United States
- ♦ **Chua Sock Koong**, Group Chief Executive Officer Singapore Telecommunications, Singapore
- ♦ **Dr. Abdallah Dabbagh**, President and Chief Executive Officer Ma'aden Saudi Arabia
- ♦ **Mazen Darwazeh**, Vice-Chairman Hikma Pharmaceuticals Jordan
- ♦ **Issa Abu Issa**, Chairman and Chief Executive Officer Salam International Qatar
- ♦ **Dr. Yasar Jarrar**, Executive Dean Dubai School of Government United Arab Emirates
- ♦ **Li Zibin**, President China Association for Small and Medium Enterprises People's Republic of China
- ♦ **Khaled Bin Zayed Al Nahayan**, Chairman, Bin Zayed Group United Arab Emirates
- ♦ **William Owens**, Chairman and Chief Executive Officer AEA Investors (Asia), Hong Kong
- ♦ **William Padfield**, Chief Executive Officer Datacraft Asia, Singapore
- ♦ **Dr. Vachara Phanchet**, Chairman & Chief Executive Officer Sittipol Sales Group and Chairman, Pacific Basin Economic Council, Thailand
- ♦ **William Padfield**, Chief Executive Officer Datacraft Asia, Singapore
- ♦ **G. V. Prasad**, Vice Chairman and Chief Executive Officer Dr. Reddy's Laboratories, India
- ♦ **Ajay Srinivasan**, Chief Executive Officer, Financial Services and Director, Corporate Strategy and Business Development Aditya Birla Group, India
- ♦ **Sukanto Tanoto**, Chairman RGM International Indonesia
- ♦ **Wong Wai Ming**, Senior Vice-President and Chief Financial Officer Lenovo Group, Hong Kong

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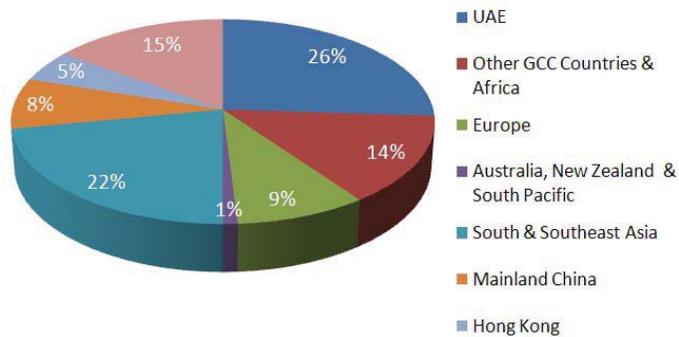
*"It was indeed a very well organized and attended conference, which I most thoroughly enjoyed... Great show. Great experience"*

**Ravi Ravimohan**

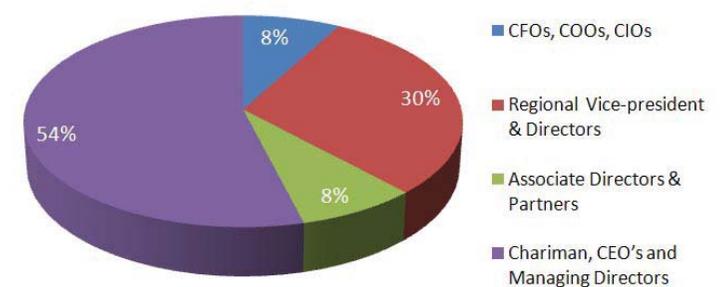
Managing director & chief executive officer, CRISIL  
 Speaker at Middle-East Asia Leadership Forum 2007

# SENIOR-LEVEL ATTENDEES

## DELEGATES BY COUNTRY



## TITLE BREAKDOWN



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# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

This one day event, provides unparalleled access to people making headlines and at the forefront of change. With the unique dialogue driven format of BusinessWeek events, each session provides an incredible array of business ideas for you to leverage. The panels are thoughtfully put together with speakers from varied industries and geographic responsibility. The moderators explore all aspects of the issues facilitating a frank and open exchange with participants.

## Sponsor comment

*Congratulations and many thanks for the Middle East Asia Leadership Forum – we got a lot out of the event"*

**Martine Leadbitter**, Director Marketing & Communications Standard Chartered Bank

## PAST SPONSORS

- ◆ PTT Group
- ◆ CityView
- ◆ Dragon One
- ◆ Dubai Multi Commodities Centre
- ◆ FORSA
- ◆ Hill & Associates
- ◆ Intertrade Asia
- ◆ MAC Capital Advisors
- ◆ Monitor Group
- ◆ Powerline Engineering
- ◆ Quest Energy Group
- ◆ Saudi Gulf Intertrade
- ◆ Silkroad Capital
- ◆ Tejari
- ◆ Bangkok Airways
- ◆ Bangkok Dusit Medical Hospital
- ◆ Bliss-Tel Public Company
- ◆ Debevoise and Plimpton
- ◆ Trinity Group



## Presenting Sponsor: US \$250 000

This package is tailored company's unique requirements but the standard benefits include:

- ♦ **Intellectual Capital:** Involvement in shaping event concepts, agendas and marketing materials, as well as prominent speaker opportunities for your company's senior level executives
- ♦ **Access:** Up to 50 complimentary conference registrations to invite appropriate level clients, or for client's own senior executives
- ♦ **Exclusivity:** Category ownership  
Tailored, Private Event: Assistance from BusinessWeek Events in developing an additional half-day, industry-focused event or custom designed activity for your company. Social events the evening before or evening of the event are also an option and can be tailored to meet specific needs
- ♦ **Integrated Media Exposure:** Significant added value program leveraging BusinessWeek Magazine and BusinessWeek.com:
  - ♦ 1x full-page brand ad plus full page editorial in Business Week within Middle East Africa & Asia Forum special report in BusinessWeek's EMEA edition supplement (written up and designed by BusinessWeek), plus 1,000 reprints of the report
  - ♦ 1 x full-page brand ad ROP in the EMEA issue of Business Week Magazine (to be placed within 6 months of the event)
  - ♦ 2 x full-page ROP ads in the Arabic edition of Business Week Magazine (to be run within 1 year of the event)
  - ♦ Branding on dedicated online report with 500,000 impressions plus ROS

- ♦ **Promotional Exposure:** Branding on all promotional print, online and event-related materials as Presenting Sponsor
- ♦ **PR coverage** and dedicated PR campaign around the event for Presenting Sponsor
- ♦ **Event program** - inside front cover full page ad and one full page interview
- ♦ **Display area**

## Strategic Partner: US \$125 000

- ♦ **Intellectual Capital:** Involvement in the editorial content of the event, in partnership with BusinessWeek Events
- ♦ **Access:** Up to 30 complimentary conference registrations to invite appropriate level clients and/or for client's own senior executives
- ♦ **Exclusivity:** Category ownership
- ♦ **Integrated Media Exposure:** Significant added value program leveraging BusinessWeek Magazine and BusinessWeek.com:
  - ♦ 1x full-page brand ad plus full page editorial in Business Week within Middle East Africa & Asia Forum special report in BusinessWeek's EMEA edition supplement (written up and designed by BusinessWeek), plus 500 reprints of the report
  - ♦ 1x full-page brand ad in Arabic edition of BusinessWeek Magazine
  - ♦ Branding on dedicated online report with 150,000 impressions plus ROS
- ♦ **Promotional Exposure:** Branding on tag/logo on all promotional print, online and event-related materials as Strategic Partner
- ♦ **PR coverage** and dedicated PR campaign around the event for Strategic Partner
- ♦ **Event program:** Back cover
- ♦ **Display area**



### Contact us:

Sponsorship & Speaker Enquiries

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