



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.

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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

















