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CONFERENCE

WOMEN'S FORUM 2011

22 NOVEMBER, 2011
ARMANI HOTEL, DUBAI, UAE

WELCOME

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Dear Colleague,

The demands of global competition are seeing countries all over the world push to harness the talents of women to become more integrated across public and private industries. Both United Nations and World Bank studies have found that closing the gender gap in employment contributes to sustainable long term GDP growth of a country.

Despite the benefits, the glass ceiling for women all over the globe still exists and in the Middle East a number of cultural, social and legal challenges have seen the glass ceiling compared more frequently with cement.

In the MENA region, there are more women than men currently enrolled in higher and tertiary education and yet the job participation rate of women is only 26% - half that of the world average. These figures mean that the Middle East has the potential for rapid growth and increased economic efficiency if the region can develop supportive policies and networks together with a significant 'voice' for women that leads to women becoming more integrated across all sectors and industries.

Trailblazing women in Arab business are crucial to growth and support of women's integration. This is why celebrating and learning from prominent and successful women across Arab industry is so important.

In March 2011, Arabian Business' sister title CEO Middle East published its comprehensive list and profiles of the Top 100 world's most powerful Arab

women. After generating much interest and prompting discussion and debate online and throughout industry circles, the demand for a dedicated forum for women grew.

The inaugural Women's Forum, hosted by Arabian Business and CEO Middle East and taking place at the Armani Hotel in Dubai on the 22nd November, will bring together prominent women in business with entrepreneurs and social movers and shakers dedicated to unlocking opportunities and overcoming the challenges they face as women in the Middle East.

Through their dedicated spirit and hard work, these women have gained power and status in their respective fields and hope to highlight their successes and the challenges they faced on their road to the top by sharing their stories.

Through dedicated keynote addresses followed by one to one interviews and panel discussions, the 150 strong audience will develop a rounded understanding of the motivations, challenges, actions and determination characteristic of women who succeed in the Middle East.

Traversing entrepreneurship, business and public sector progress, the role of women in Arab business will be analysed and discussed and the future of women in the Middle East debated during the not-to-be-missed discussions.

I look forward to welcoming you to this pivotal event.

SAMANTHA MEDINA EVENT DIRECTOR
SAMM.MEDINA@ITP.COM

WHO YOU WILL HEAR FROM

- **Noura Al Nowais**, Director, Department of Economic Development
- **Nisreen Shocair**, President, Virgin Megastores Middle East
- **Vicki Gillespie**, VP Planning, PepsiCo
- **Tanya Carter**, Director, GAA-Marta Consulting
- **Noora Jamshed**, Head of Ladies Branch, Dubai Islamic Bank
- **Nariman Al Awadhi**, Chief Manager - Training and Development Unit, UAE Central Bank
- **Mona Bawarshi**, President & CEO, Gezairi Transport
- **Dr Ayesha Abdullah**, MD, Dubai Healthcare City
- **Nayla Al Khaja**, CEO, D-SEVEN
- **Salah Saadeh**, Founder & CEO, ActiveM
- **Dr Haifa Jamal Al Lail**, President, Effat University
- **Mona Al Munajjed** Senior Advisor, Booz & Company
- **Nima Abu Wardeh**, Presenter, BBC World News

WHAT WILL YOU DO

- Build lasting business relationships and extend your network through interactive sessions
- Learn from keynote speakers expertise and experience of the opportunities they seized how they continue to grow and develop careers in the Middle East
- Discuss the biggest issues within business and across industry facing women in the Middle East right now
- Network with up to 150 women who are active in the Arab business world and gain insight into the role and value of women across industry sectors; from banking and retail to media and

HIGHLIGHTS

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Dear Colleague,

The Arabian Business Women's Forum taking place at the Armani Hotel, will feature both outstanding keynote addresses from some of the most influential women in the Middle East, as well as superb panel discussions that will discuss the burning issues facing women across industry today. Each keynote will also feature an in-depth Q&A session, giving delegates an ideal opportunity to not only ask questions to expand their knowledge but also to drive the debate.



VIRGIN MEGASTORE MIDDLE EAST PRESIDENT NISREEN SHOCAIR WILL SHARE HER STORY OF SUCCESS, EXPLORING THE CHALLENGES SHE FACED ON HER ROUTE TO THE TOP, AND HOW WOMEN CAN THRIVE IN THE CORPORATE WORLD.



OVER 150 GULF BUSINESSWOMEN WILL GATHER AT THE ARABIAN BUSINESS WOMEN'S FORUM MAKING IT THE LARGEST EVENT FOR SENIOR LEVEL BUSINESS WOMEN IN THE REGION

KEYNOTE ADDRESSES: MY STORY BUSINESS LEADERS, ENTREPRENEURSHIP AND THE EVOLVING ROLE OF WOMEN

Addressing both big picture questions and key details, four keynote sessions throughout the day will reveal the necessary characteristics of success through personal stories.

The first two keynotes will address women in large businesses, their struggle to climb the corporate ladder and recommendations for those women pursuing leadership roles in the corporate world. Another must see presentation will be delivered by a leading female entrepreneur who will discuss her motivations, her drive, the challenges she faced and the rewards of entrepreneurship. The final keynote will be delivered by a driver of social and cultural change who is advancing the role of women in the Middle East and the struggles and breakthroughs she has experienced.

ONE-TO-ONE INTERVIEWS

A main feature of the Arabian Business Women's Forum is the Q&A sessions with the keynote speakers. These 20-minute, one-to-one interviews enable the moderator and the speaker to discuss issues fully and go beyond the sound-bite. Each Q&A sessions will be hosted by a leading female broadcaster, who will leverage their experience to deliver an exciting and informative on-stage 'interview' with maximum audience interaction. Delegates will be encouraged to put their questions to the speakers creating a forum for frank and open discussion and debate. The Arabian Business Women's Forum is a unique opportunity to witness some of the region's biggest names sharing the stage with the region's leading broadcasters.

PANEL DISCUSSIONS

The Arabian Business Women's Forum will feature much anticipated, and guaranteed to be lively, panel discussions. The panelists, comprising of some of the biggest names in business, have been carefully selected to provide balance and expertise on each subject. The first panel will look at the role of women in large businesses and the inherent challenges and opportunities for women in the corporate world. The second panel will look at women in the public sector and the third will explore the progress of women in Arab society. The final panel will debate whether women can make great entrepreneurs. Once the panelists have outlined their arguments, and defended their points, the discussion is opened up to the audience for comment and criticism.

AGENDA

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08.15 REGISTRATION AND COFFEE

09.00 WELCOMING REMARKS

09.10 KEYNOTE ADDRESSES: CAN WOMEN RUN MAJOR BUSINESS EMPIRES?

NISREEN SHOCAIR, PRESIDENT, VIRGIN MEGASTORE MIDDLE EAST
VICKI GILLESPIE, VP OF PLANNING FOR THE MIDDLE EAST, AFRICA AND ASIA, PEPSICO.

09.45 PANEL DISCUSSION: CLIMBING THE BIG BUSINESS CORPORATE LADDER

How do women excel in the Arab business world despite the barriers and challenges in the region? How can you continue to empower and foster women's development in Middle East businesses? Which are the most difficult decisions made on the road to success?

MONA BAWARSHI, PRESIDENT & CEO, GEZAI RI TRANSPORT
TANYA CARTER, DIRECTOR, GAA-MARTA CONSULTING
NOORA JAMSHED, HEAD OF THE LADIES BRANCH, DUBAI ISLAMIC BANK

10.30 COFFEE AND NETWORKING

11.00 KEYNOTE ADDRESS: THE ROLE OF WOMEN IN THE PUBLIC SECTOR

NOURA AL NOWAIS, INTERNATIONAL BUSINESS DIRECTOR, DEPARTMENT OF ECONOMIC DEVELOPMENT (DED)

11.40 PANEL DISCUSSION: WOMEN WORKING IN GOVERNMENT ORGANISATIONS

Are there enough opportunities? What recruitment and retention strategies are in place to promote careers and create a more attractive gender balance? Is it possible to bridge the gap of gender inequality?

NARIMAN ALAWADHI, CHIEF MANAGER - TRAINING AND DEVELOPMENT UNIT, UAE CENTRAL BANK
DR AYESHA ABDULLAH, MANAGING DIRECTOR - SCIENCE CLUSTERS, DUBAI HEALTHCARE CITY

12.20 NETWORKING LUNCH

13.20 KEYNOTE ADDRESS: THE PROGRESS OF WOMEN IN GCC SOCIETY

DR. HAIFA JAMAL AL LAIL, PRESIDENT, EFFAT UNIVERSITY

13.50 PANEL DISCUSSION: THE EVOLVING ROLE OF GCC WOMEN

Much is being done but are we making progress fast enough? What key initiatives are needed? Can cultural barriers ever be overcome, and how far do women want to progress?

MONA AL MUNAJJED, SOCIOLOGIST AND SENIOR ADVISOR, BOOZ & COMPANY

14.30 COFFEE AND NETWORKING

15.00 KEYNOTE ADDRESS: CAN WOMAN MAKE GREAT ENTREPRENEURS?

NAYLA AL KHAJA, CEO, D-SEVEN

15.30 PANEL DISCUSSION: CHALLENGES FOR FEMALES WHEN FOUNDING A BUSINESS

What are the challenges of the 'cement ceiling' and how do you break through it? What characteristics are essential to successfully defy expectations and the status quo? How do you best harness the innovative capabilities of female entrepreneurs?

MODERATOR: NIMA ABU WARDEH, PRESENTER, BBC WORLD NEWS
SALAM SAADEH, FOUNDER AND CEO, ACTIVEM

16.15 END OF ARABIAN BUSINESS WOMEN'S FORUM

SPONSORSHIP

The Arabian Business Women's Forum brings together the cream of the region's business community. Attendance is by invitation only and will represent the decision makers in a variety of business sectors. As such, it is an ideal place to position your brand, meet potential customers and existing clients. To ensure sponsors get the maximum return from their investment, sponsorship opportunities are limited. Below are details of the nine main packages.

	PLATINUM USD100,000	GOLD USD75,000	SILVER USD50,000	ASSOCIATE USD25,000	PANEL USD10,000	LUNCH USD10,000	COFFEE USD10,000	EXHIBITOR USD6,000
PRE-EVENT BRANDING								
SPONSOR TO RECEIVE LOGO COVERAGE IN ANY PRINTED EVENT LITERATURE	✓	✓	✓	✓	✓	✓	✓	
COMPANY LOGO TO BE FEATURED ON ADVERTS IN SUPPORT PUBLICATIONS	✓	✓	✓	✓	✓	✓	✓	
COMPANY LOGO TO BE FEATURED ON CONFERENCE WEBSITE	✓	✓	✓	✓	✓	✓	✓	
COMPANY LOGO TO BE FEATURED ON EMAIL MARKETING CAMPAIGNS	✓	✓	✓	✓	✓	✓	✓	
RECIPROCAL WEBSITE HOTLINK TO YOUR HOME PAGE FROM THE CONFERENCE WEBSITE	✓	✓	✓					
PRE-EVENT EMAIL SHOT	✓	✓						
CORPORATE PROFILE ON CONFERENCE WEBSITE	✓							
ONSITE BRANDING								
TABLE-TOP EXHIBITION SPACE	✓	✓	✓	✓	✓	✓	✓	✓
LOGO TO BE FEATURED ON SIGNAGE AND BANNERS DISPLAYED IN THE RECEPTION AND CONFERENCE ROOM	✓	✓	✓	✓	✓	✓	✓	
LOGO ON OTHER ON-SITE COLLATERAL	✓	✓	✓	✓	✓	✓	✓	
CORPORATE LITERATURE DISTRIBUTION, WHERE APPROPRIATE	✓	✓						
OTHER BENEFITS								
COMPANY PROFILE IN EVENT GUIDE	✓	✓	✓	✓	✓	✓	✓	
AMOUNT OF FREE DELEGATE PASSES	6	4	4	4	4	4	4	2
1X EMAIL MARKETING CAMPAIGN TO THE ARABIAN BUSINESS DATABASE	✓	✓						
POST-EVENT DELEGATE EMAIL SHOT	✓	✓						
DELEGATE LIST USAGE	✓							

FOR MORE INFORMATION OR TO BOOK YOUR SPONSORSHIP PACKAGE PLEASE CALL 00971 4 444 3592 OR EMAIL WISSAM.YOUNANE@ITP.COM OR PAUL.WILLIAMS@ITP.COM