

A BEAUTIFUL MIND

Venue: Dubai Chamber of Commerce & Industry HQ

الكنز الوطني

national treasure

2

27th & 28th Sept

inspire

Under The Patronage of

غرفة دبي
DUBAI CHAMBER

In Partnership With



An Initiative by
Dubai Chamber of
Commerce and Industry

Official Knowledge Partner



An Initiative by

KNOWLEDGE
EXPANSION

“ABOUT NATIONAL TREASURE”

“Determination, strategy and vision for the future are our real resources in the quest for excellence and success.”

*His Highness Sheikh Mohammed Bin Rashid Al Maktoum,
Vice President and Prime Minister of the UAE and Ruler of Dubai*

N A T I O N A L

T R E A S U R E

THE EXPERIENCE

It cant' get better than this

The man on top of the mountain did not fall there - Get pumped up and make it happen!!! With over 40 +++ pounding speeches from the people who made it all work - They will change the way you see the world

Create - Share and Enjoy

“An idea not coupled with action will never get any bigger than the brain cell it occupied.”

From our cocktail reception to our gala dinners and the actual event - Time and again we provide endless opportunities for endless possibilities - Make sure you join them, network and expose yourself to an elaborate wealth of ideas

The National Treasure Award

A Beautiful Mind

*In Recognition
of Beautiful Minds*

“Leadership is about leading by example and being a key part of the process... Good leaders have power, but great leaders empower – and this is the epitome of being ‘infinitely great’. These ideologies are captured in the National Treasure Award 2016.”

Noor Shamma

*Founder, Postcard Initiative
Head of Communications & Public Affairs
Paris-Sorbonne University Abu Dhabi*



NATIONAL TREASURE 2016

The infinity symbol represents the idea of “infinitely great”. There are many positive associations to the symbol such as perfectionism, continuity, connectivity, flow, dualism, unity between male and female. The head represents the leader and is made out of pearl which symbolizes wisdom acquired through experience, integrity and loyalty, in addition to them being the national treasure of the UAE – the 6 other pearls represent the concept of leaders create more leaders (all being national resources). The choice of 7 pearls is to symbolize the 7 emirates in the UAE.



Noor Shamma

DESIGNED BY

CONFERENCE AGENDA

DAY 1

08:00 - 09:00 Welcome & Registration

09:00 - 09:15 Inauguration & Opening Speech

09:15 - 09:30 How does Dubai Chamber creates a high performance culture?

Speaker: *Easa Al Zaabi, Senior Vice-President, Institutional Support Services Sector, Dubai Chamber of Commerce and Industry*

09:30 - 09:45 Financial Mastery: Is it IQ or I will?

Speaker: *Lubna Qassim, Group Chief General Counsel & Company Secretary (GCCS) Emirates NBD*

09:45 - 10:15 How to achieve high performance? An answer by Dubai Government

“High Performance government organizations add significant value to society”

10:15 - 10:45 *Networking Coffee Break*



10:45 - 11:00 The Science of Show off?

Speaker: *H.E Sara Al Madani, Founder, Rouge Couture*

11:00 - 11:30 How to overcome fear or rejection?

Moderator: *Clare Woodcraft, CEO, Emirates Foundation*

Panelists: *H.E Sara Shuhail, General Director, Ewa'a Shelters*
Muna Harib Al Muhairi, Founder, Breathing Numbers
Dr. Sawzan AlMadhi, Friends of Cancer Patients
Kawthar Makahlah, Founder, BCI Group

11:30 - 11:45 Visual is the new text

Speaker: *Noor Shamma, Founder, Postcard Initiative*

CONFERENCE AGENDA

DAY 1

11:45 - 12:00 Blue mix Technology improving business performances

Speaker: *Maged Wassim, Vice President, IBM Cloud MENA*

12:00 - 13:00 *Networking Luncheon*



13:00 - 13:15 Persuasive Science

13:15 - 13:30 Future of Media

Speaker: *Dr. Nashwa Al Ruwaini, Founder, Pyramedia Consultancy & Production*

13:30 - 14:00 Cleverly Connected

Panelists: *Abdullatif Al Sayegh, Founder, Al Sayegh Media*

Dr. Nashwa Al Ruwaini, Founder, Pyramedia Consultancy & Production

14:00 - 14:15 Your rivalry is your biggest advantage

14:15 - 14:45 *Networking Coffee Break*



14:45 - 15:15 Marketing Masterpiece

Panelists: *Rabea Ataya, CEO, Bayt.com*

Mona Ataya, CEO, Mumzworld

Salah Tahlak, SVP- Marketing & Communications, Dubai Duty Free

15:15 - 15:30 Management vs self-direction

15:30 Close of day 1

CONFERENCE AGENDA

DAY 2

08:00 - 09:00 Welcome & Registration

09:00 - 09:30 What science knows? What business does?

International Best Speaker: *Dr. Hayat Sindi*
Goodwill Ambassador, United Nations Educational, Scientific and Cultural Organization

09:30 - 10:00 How to build your creative confidence?

Panelists: *Noor Shamma, Founder, Postcard Initiative*
Humaid Mansoor, MD, Medicure Group
Hala AlTurki, CEO, Themar Academy
Shadi Banna, CEO, Potential.com

10:00 - 10:15 Confounding stereotypes

Speaker: *Kawthar Makahlah, Founder, BCI Group*

10:15 - 10:45 *Networking Coffee Break*



10:45 - 11:00 What great leaders actually do? How great leaders inspire action?

11:00 - 11:30 What we don't understand?

Panelists: *Dr. Habiba Al Safar, Director, Khalifa University Center of Biotechnology*
Dr. Ismahane Elouafi, Director General, ICBA for Tomorrow

11:30 - 11:45 Redefining Success

Speaker: *Khaled Habeeb AlAttar, Executive Board Member & Middle East Regional Manager, EMMA for Peace*

CONFERENCE AGENDA

DAY 2

11:45 - 12:00 Measuring Business Success in Goodness

Speaker: *Rabea Ataya, Founder, Bayt.com*

12:00 - 13:00 *Networking Luncheon*



13:00 - 13:15 Innovation Culture

Speaker: *Adeeb AlBlooshi, CEO, Adeeb AlBlooshi Future Simulation Center*

13:15 - 13:30 Autonomy, Mastery, Purpose vs Carrots and Sticks

Speaker: *H.E Dr. Maryam Matar, Founder, UAE Genetic Disease Association*

13:30 - 14:00 Curiosity: Turning Fantasy into Reality

Panelist: *Darine ElKhatib, Channel Director, Discovery Networks*
Majid Al Ansari, Film Director
Anwar Al Yasri, Founder, Dubai Sound TV and Sound Production

14:00 - 14:15 How successful people think?

14:15 - 15:00 *Networking Coffee Break*



15:00 *Award Ceremony*

R E G I S T R A T I O N P A G E

DELEGATE DETAILS:

DELEGATE 1:

Name: (Dr/Mr/Mrs/Ms)
Company Name:
Job Title:
Department:
Email:
Telephone: Fax:

DELEGATE 2:

Name: (Dr/Mr/Mrs/Ms)
Company Name:
Job Title:
Department:
Email:
Telephone: Fax:

DELEGATE 3:

Name: (Dr/Mr/Mrs/Ms)
Company Name:
Job Title:
Department:
Email:
Telephone: Fax:

DELEGATE 4:

Name: (Dr/Mr/Mrs/Ms)
Company Name:
Job Title:
Department:
Email:
Telephone: Fax:

VENUE : Dubai Chamber of Commerce & Industry HQ

REGISTERED OFFICE

Knowledge Expansion LLC, P.O. Box 121792, Dubai U.A.E

EASY WAYS TO REGISTER

1 Call us on: +971 55 221 9829
+971 50 698 6691
+971 52 384 5063

2 Email us at:
info@nationaltreasure.ae
partner@nationaltreasure.ae

REGISTRATION FEE

2 Days: 1,800 USD

PAYMENT DETAILS

Bank Transfer

Knowledge Expansion LLC

Bank Name: RAK Bank

Bank Transfer Account No: 0342360207001

IBAN: AE270400000342360207001

Swift Code: NRAKAEAK

BOOKING CONDITIONS*

Payment in full must be received prior to the event for issuing delegate passes and invites. If payment is not received before the event, the delegate(s) are required to carry a personal / corporate credit card for onsite booking. An additional fee of USD 100 shall be charged for onsite booking. Subsequent to booking, a confirmation letter and invoice will be sent to you on the E-mail / P.O.Box addresses that you register with Knowledge Expansion. If you are unable to attend the scheduled event, please inform Knowledge Expansion within 5 days prior to event scheduled and you may appoint a substitute delegate. Knowledge Expansion do not refund for any cancellations done within 30 days prior to the scheduled event. Knowledge Expansion reserves its rights to issue 50% credit note for the unused event and may accommodate the same for a future event. Knowledge Expansion shall undertake its best efforts to organize this event on the scheduled date. But for reasons beyond its control, including any force majeure crises, the organizers may alter the content, timings or venue. This shall be informed to all its delegates through the registered addresses provided. Knowledge Expansion will not accept liability for delegates transport disruption or delays, sickness caused during the conference. Knowledge Expansion shall not be liable for any indirect losses to delegates including business losses, loss of profits or any form of damages.

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