



The Annual 21st Middle East and North Africa Conference

Pathways to Prosperity: Visions, Ventures, and Values

Logistics handbook

May 3 – 5. 2024

London
Business
School



Middle East
and North Africa
Club
A London Business School
Student Club

The logo for the Annual MENA conference features a stylized red graphic on the left, composed of overlapping hexagonal shapes that resemble a molecular or network structure. To the right of this graphic, the text "Annual MENA conference" is displayed in a white, sans-serif font. "Annual" is in a smaller size, "MENA" is the largest and most prominent, and "conference" is in a medium size below it.

Annual MENA conference

Dear Esteemed Guests,

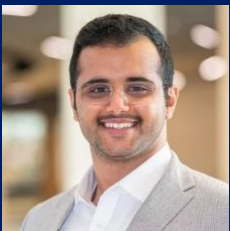
On behalf of the London Business School (LBS) Middle East and North Africa (MENA) Club, we extend a warm welcome to you as we gather in the vibrant city of London for the Annual 21st MENA Conference. This year, under the theme "Pathways to Prosperity: Visions, Ventures, and Values," we aim to delve into the heart of MENA's transformative journey towards success.

Your presence here signifies your role in shaping the region's future, and we are eager to embark on this journey of discovery, dialogue, and development with you. We have curated a diverse program that promises insightful discussions, engaging workshops, and ample networking opportunities designed to foster collaboration and innovation.

This handbook is your guide to navigating the conference, the city of London, and all the exceptional experiences we have planned. Should you have any questions or require assistance, our team is ready to support you.

We look forward to sharing these enriching days with you. We wish you safe travels, and see you soon in London!

Warm regards,



Mohammed Al Marri
Chairman, MENA Conference



Hamad Al Shehab
Vice-chairman, MENA Conference



Transportation

From Airport to London city

- Heathrow Express to Paddington Station is the fastest link from Heathrow Airport.
- Gatwick Express connects Gatwick Airport with Victoria Station.

The Tube and buses offer efficient city travel. The nearest tube station is Baker Street Station. An Oyster card is recommended for ease of use and savings. Taxis and rideshares like Uber and Bolt are also readily available.



Accommodation

For the convenience of our attendees, we've arranged special rates with several hotels in London, all within proximity (10-15 minutes of walking) to London Business School. Please book directly with the hotels and mention the "LBS MENA Conference" to access these rates.

The Landmark London



Rate:

£309 (Superior Room), £330 (Deluxe Room)

Reservation:

Reservations@thelandmark.co.uk

The Holmes Hotel



Rate:

£279 (Superior Double), £309 (Deluxe Double)

Reservation:

Reservations@holmeshotel.com

Danubius Hotel Regents Park



Rate:

£160 (Standard Room), £180 (Deluxe Room)

Reservation:

Reservation@danubiuslondon.co.uk

Holiday Inn Regents Park



Rate:

£160 (Standard Room), £185 (Executive Room)

Reservation:

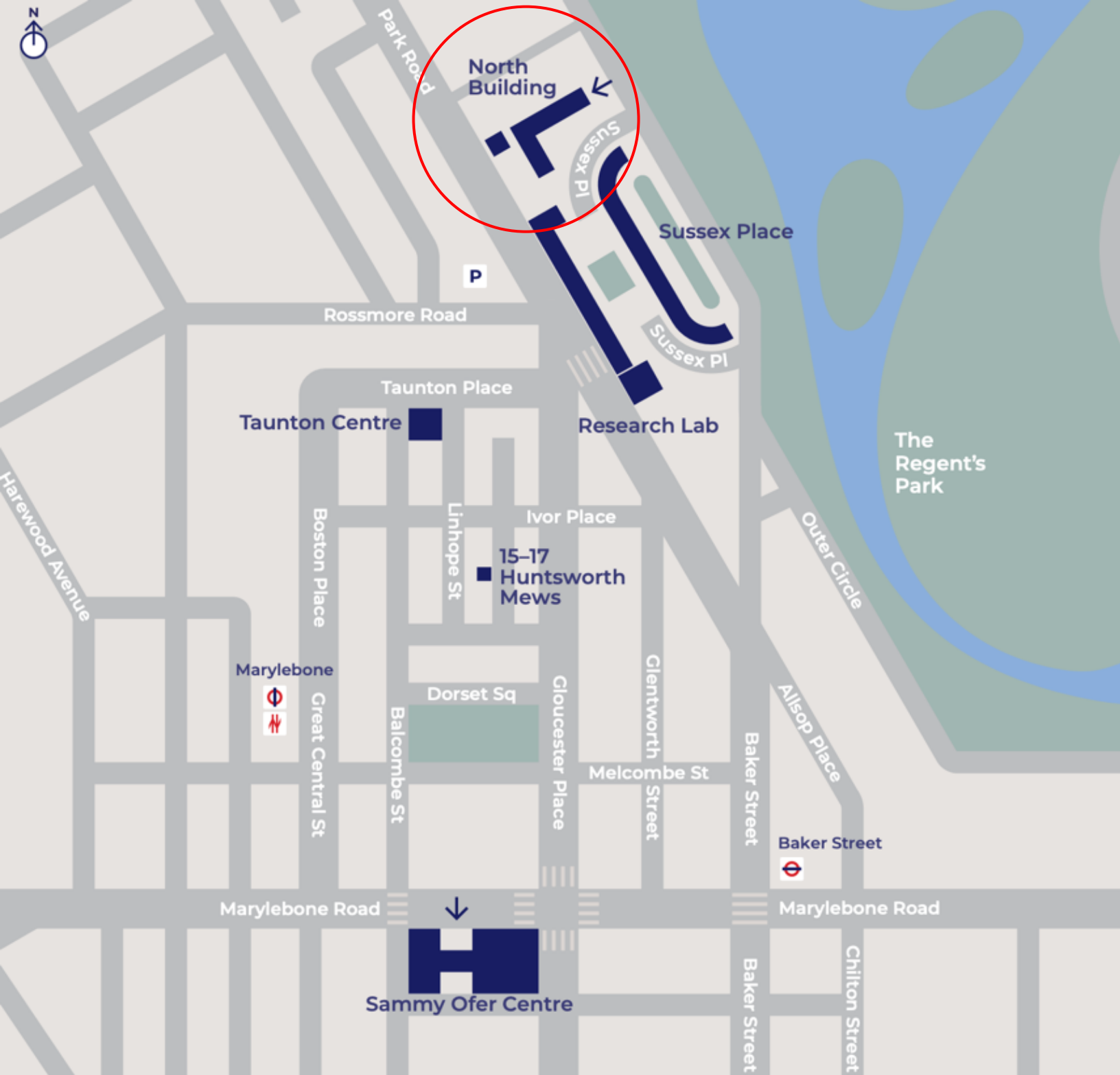
Reservations@hiregentspark.co.uk

Please note that all rates are subject to availability and terms as specified by each hotel. We encourage booking as early as possible to secure your accommodation.

Visa

If you are traveling from outside the UK, we advise you to check whether you need a visa by visiting relevant websites such as GOV.UK or contacting the appropriate embassy.





LBS campus maps

The university is located in the heart of London, next to Regent's Park. The conference will be held at the North Building, which is next to the famous Sussex Place.





The Regent's

Kent Passage

Sussex Place



Main Entrance

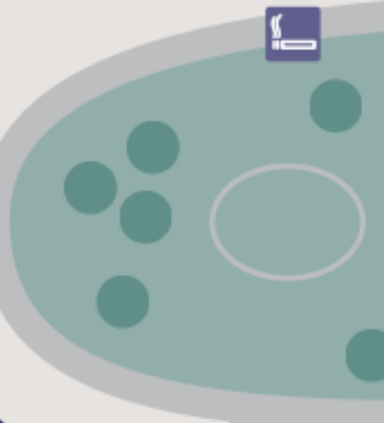


North Building

The Lodge



Laing House



A Wing



Executive Education Centre



E Wing

D Wing

Parl

Safety & Emergency Contacts

London Emergency Services: dial 999 for police, fire, and ambulance services.

Conference Help Desk: located at the main entrance, available for all inquiries or contact us at info@lbsmena.com.

Local attractions around the area

- **Regent's Park:** just a short walk from the conference, this park offers beautiful gardens and outdoor activities.
- **Madame Tussauds London:** meet lifelike wax figures of your favorite celebrities just around the corner.
- **The Wallace Collection:** a world-famous range of fine and decorative arts from the 15th to 19th century, housed in a historic London townhouse.

Dining in Marylebone and St. John's Wood

Explore the local culinary scene with these highly rated restaurants and cafes:

- **Chiltern Firehouse:** one of Marylebone's most celebrated spots, known for its modern European cuisine and vibrant atmosphere.
- **The Ivy Cafe Marylebone:** Offers a diverse menu with British classics in a sophisticated setting.
- **Trishna:** delivers a contemporary taste of Indian coastal cuisine, recognized with a Michelin star.
- **Daunt Books Café:** perfect for a quiet coffee or light lunch within one of London's most famous bookshops.
- **The Summerhouse:** situated by the canal in Little Venice, ideal for seafood lovers looking for picturesque dining.
- **Fischer's:** experience the charm of Vienna in London, offering classic Austrian food in a traditional café setting.





Logistics on the day of the conference

- **Registration:** upon arrival, please proceed to the designated registration area to collect your conference materials and name badge. Please ensure to submit the names of the members attending the conference to our team or email us at info@lbsmena.com. You may collect your badge one-day prior the conference.
- **Wi-Fi access:** complimentary Wi-Fi is available throughout the campus. Login details will be provided at registration.
- **Car parking:** car parking is limited and subject to the availability. In case you need car parking, please contact us through info@lbsmena.com.
- **Conference updates:** visit [our website](#) to get the latest updates about the conference including agenda, speakers, etc.



- **Strikes:** before traveling, make sure to check for any planned tube strikes and plan your journey accordingly to avoid disruptions. For the latest updates and travel advisories, please visit [TfL website](#).

Stay Connected

- **Conference #hashtag:** we encourage you to share your insights, experiences, and photos on social media using #LBSMENA2024. Let's make our collective wisdom and moments go viral.

Videography & Photography

Please be aware that during the conference, there will be videography and photography taking place.

Contact us

In case you need further support, you may email us through info@lbsmena.com or contact Suhail Shami, VP of Operations at +44 7765 367127.



Meet the team

Meet the team behind the conference, a dynamic group of professionals from across the Middle East, including Saudi Arabia, Egypt, Oman, Lebanon, and Kuwait. They come from diverse backgrounds such as investment banking, engineering, management consulting, funds management, and strategy, each bringing unique insights and expertise to establish a world-class event. **Our will be available throughout the conference to support you.**



Mohammed Al Marri

Conference Chairman



Hamed AlShehab

Conference Vice-Chairman



Suhail Shami

VP Operations



Faisal Jamaldeen

VP Operations



Omar Hashim

VP Operations



Seraj Aljuhani

VP Operations



Abdullah Al Mailam

VP Relations



Najla El Gazayerli

VP Relations



Muhannad Alhammed

VP Relations





Thekra Alhazmi

VP Relations



Alessandra Abouzahr

VP Marketing



Deema Al Masoudi

VP Marketing



Shruti Chawla

VP Marketing



Fahd Haroon

VP Marketing



Muayad Badahdah

VP Sponsorship



Mark Toma

VP Sponsorship



Simon Brovender

VP Sponsorship



Nour Nouh

VP Sponsorship





London
Business
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Middle East
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A London Business School
Student Club

20TH MIDDLE EAST
ANNUAL CONFERENCE



strategy&

Part of the PwC network



Middle East
Club



FINAL REMARKS

As we look forward to the rich discussions and networking opportunities that await us, we are committed to providing an inclusive, engaging, and memorable conference experience. Should you require any further information or assistance, our dedicated team is here to ensure your participation is seamless and rewarding.

Welcome to London, and to an enlightening journey at the Annual MENA Conference.



learn more about the conference at

www.lbsmena.com