



Conference Agenda

May 4 – May 5, 2024

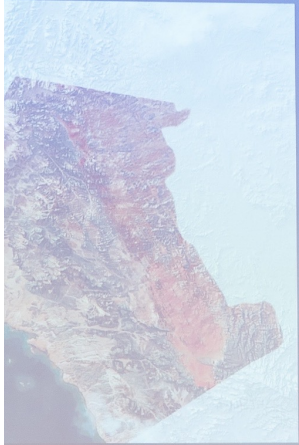
London
Business
School



Middle East
and North Africa
Club

A London Business School
Student Club

WHAT IS NEOM?



His Royal Highness Mohammed bin Salman, Saudi Crown Prince and Chairman of the NEOM Company Board of Directors, announced NEOM and his vision for “the land of the future” on Oct. 2, 2017.

NEOM is located in the Northwest of Saudi Arabia with a total area of 26,500km².

NEOM is the largest mega-projects of Saudi Vision 2030, and seeks to reduce Saudi Arabia's dependence on oil, and diversify its economy.

The name NEOM is derived from ‘neo,’ a Greek prefix meaning ‘new,’ with its fourth letter ‘M’ coming from ‘Mustaqbal,’ the Arabic word for ‘future.’

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2024 Conference Theme

Pathways to Prosperity: Visions, Values & Ventures



Our Vision

“ Be the leading forum for bridging knowledge, ideas, and opportunities between the MENA region and the global community, fostering a deeper understanding and collaboration across cultural and economic landscapes ”

Introducing

2024 Pillars

This year's conference aims to delve even deeper into the remarkable achievements of the MENA region. We will uncover the richness of its culture and tourism, examine the evolving economic landscape, delve into the vision and ventures that define the entrepreneurial spirit, and shine a light on the power of sports.



Economic Development



Culture & Tourism



Sports



Entrepreneurship



Our Mission

“

Organise an annual conference that serves as a dynamic platform for cultural and economic dialogue ”

Program Overview

MAY 4, 2024

Economic Development

Keynote by
H.E. Dr Mohamed bin Mubarak Bin Daina

Keynote by
H.E. Dr. Yacine OUALID

Video message from
H.E. Deemah AlYahya

Keynote by
Eng. Suliman Al Mazroua

Resilient Supply Chains

Investment for Prosperity

Energy Transition

Culture & Tourism

Keynote & Fireside Chat with
H.E. Ahmed Issa

Fireside Chat with
Prince Turki Bin Talal Bin Abdulaziz

Artists from MENA

MAY 5, 2024

Entrepreneurship

Fireside Chat with
H.E. Dr. Yacine OUALID

Keynote & Fireside Chat with
H.E. Eng. Ahmed AlSuwaiyan

Keynote by
Bandr Alhomaly

MENA VC Ecosystem

Innovation in the F&B Sector

Financing & FinTech in MENA

On Women Empowerment

Sports

Overview of MENA Sports sector

Sport in the MENA Region

Day 1:

Economic Development

Economic Diversification, a Myth?

This pillar will focus on the realities of economic diversification in the MENA region. The sessions will discuss whether diversification is a feasible strategy or a myth, considering the unique economic structures of the region.

Culture & Tourism

The Future of Tourism in the Region

Exploring the strategic vision for tourism development in the MENA region. We will examine how countries are diversifying their tourism offerings, integrating cultural heritage with modern attractions, and adapting to the evolving demands of global travellers. We will also listen to artists from the region.



Economic Development



Time	Session Title	Speakers	Moderator
8:00 AM - 9:05 AM	REGISTRATION		
9:15 AM – 9:25 AM	Opening Remarks	LBS Dean François Ortalo-Magné	
9:30 AM – 10:00 AM	Keynote by H.E. Dr Mohamed bin Mubarak Bin Daina	H.E. Dr Mohamed bin Mubarak Bin Daina Minister of Oil and Environment, Special Envoy for Climate Affairs, Kingdom of Bahrain	
10:05 AM - 10:20 AM	Keynote by H.E. Dr. Yacine OUALID	H.E. Dr. Yacine OUALID Minister of Knowledge Economy, Startups, and SMEs, Algeria	
10:25 AM – 10:40 AM	Video message from H.E. Deemah AlYahya	H.E. Deemah AlYahya Secretary-General of the Digital Cooperation Organization (DCO)	
10:45 AM – 11:00	Keynote by Eng. Suliman Al Mazroua	Eng. Suliman Al Mazroua CEO at National Industrial & Logistics Development Program (NIDL), Saudi Arabia	
11:05 AM– 11:40 AM	Investments For Prosperity	<ul style="list-style-type: none"> • Ayman Soliman, CEO at The Sovereign Wealth Fund of Egypt • Abdullah Al Salem, Head of Investment Planning and Governance at Public Investment Fund • Nayef Alathel, Group CSMO at Tadawl 	Mark Toma
11:45 AM – 12:20 PM	Resilient Supply Chains	<ul style="list-style-type: none"> • Muhammad AlShiha, Head of Automotive & Mobility at Public Investment Fund • Awad AlSulami, EVP of Economic Policies & Logistics at General Authority of Civil Aviation, Saudi Arabia • Ruggero Moretto, Principal at Strategy& ME 	Sarah Al Salem
12:25 PM – 1:00 PM	Energy Transition	<ul style="list-style-type: none"> • Husain Al Meer, Director of Global Offshore Wind & UK at Masdar • Bassam Fattouh, Director at Oxford Energy Studies • Prof. Mohammed Alsabban, Senior Energy Advisor 	Mohammed AlMarri
1:10 PM – 2:10 PM	LUNCH BREAK START		

Culture & Tourism



Time	Session Title	Speakers	Moderator
2:15 PM – 3:00PM	Keynote & Fireside Chat with H.E. Ahmed Issa	H.E. Ahmed Issa Minister of Tourism and Antiquities of Egypt	Cyba Audi
3:05 PM – 3:50 PM	Fireside Chat with Prince Turki Bin Talal Bin Abdulaziz	Prince Turki Bin Talal Bin Abdelaziz Governor of Aseer Region and Chairman of Aseer Development Authority, Saudi Arabia	Charles Phillips
3:55 PM – 5:30 PM	Artists from MENA: Mission to Inspire	<ul style="list-style-type: none">• Michael Ibrahim, Founder/ Director at Arab National Orchestra• Farrah El Dibany, International multi-awarded Mezzosoprano, Egyptian Opera singer• The Saudi Arwa, Poetic Arabic Singer	Alessandra Abouzahr
5:35 – 5:40 PM	Closing performance	The Saudi Arwa Poetic Arabic Singer	

Day 2:

Entrepreneurship

Trends in Entrepreneurship:

This keynote will address the emerging trends and the future landscape of entrepreneurship in the MENA region. It will provide insights into how entrepreneurs are shaping industries with innovative solutions and the role of digital transformation in empowering new business ventures.

Sports

Reshaping the Sports Sector:

Presenting innovative strategies for transforming the sports sector in MENA. It will cover topics such professionalization of sports, and integration of technology, thereby increasing the sector's contribution to economic and social objectives.



Entrepreneurship



Time	Session Title	Speakers	Moderator
8:00 AM - 9:00 AM	REGISTRATION		
9:00 AM - 9:10 AM	2nd Day Opening Remarks	Conference Chair	
9:15 AM - 10:00 AM	Fireside Chat with H.E. Dr. Yacine OUALID	H.E. Dr. Yacine OUALID Minister of Knowledge Economy, Startups, and SMEs, Algeria	Cina Bahri
10:05 AM - 10:50 AM	Keynote & Fireside Chat with H.E. Eng. Ahmed AISuwaiyan	H.E. Eng. Ahmed AISuwaiyan Governor of Digital Government Authority (DGA)	Hamad Al Shehab
10:55 AM - 11:10 AM	Keynote by Bandr Alhomaly	Bandr Alhomaly CEO, Jada Fund of Funds Company	
11:15 AM - 11:40 AM	MENA VC Ecosystem	<ul style="list-style-type: none">• Rabih Khoury, General Partner & Chief Exit Officer at MEVP• Nabil Borhanu, Founding General Partner at Graphene Ventures• Ramzi Farah, Managing Partner Razor Capital	Farhan Lalji
11:45 AM - 12:20 PM	Innovation in the F&B Sector	<ul style="list-style-type: none">• Basel Al Salem, Founder & CEO at Gastronomica• Ahmad Al-Zaini, Founder & CEO at Foodics• Noureddine Tayebi, Founder & CEO Yassir	Sarah Al Khedheiri
12:25 PM - 1:00 PM	Financing & FinTech in MENA	<ul style="list-style-type: none">• Hani Al Afaliq, Chairman at Tamwel Aloula• Osama Alraee, Co-Founder & CEO Lendo• Abdulmohsen Albabtain, Co-Founder at Tamara	Nayef AdDamigh
1:05 PM - 1:40 PM	On Women Empowerment	<ul style="list-style-type: none">• Leila Serhan, SVP, General Manager at Visa• Shaikha Al Nowais, Vice President at Rotana• Yalda Aoukar, Co-Founder and MD at Bracket Capital• Hassa Alsaab, Head of Diversity & Inclusion at SEC	Melissa Madenjian
1:40 PM - 2:40 PM	LUNCH BREAK START		

Sports



Time	Session Title	Speakers	Moderator
2:45 PM – 3:15 PM	Beyond the Adrenaline	Angus Buchanan Co-Founder & CEO at The Sports Consultancy	
3:20 PM – 4:05 PM	Sport in the MENA Region: a land of opportunity for brands, talent, fans & federations	<ul style="list-style-type: none">• Danny Townsend, CEO at SRJ Sports Investment• Angus Buchanan, CEO & Co-Founder at The Sports Consultancy• Donal McElwee, Managing Partner at Portas Consulting• Ahmed Abdoun, Founder & CEO at 7 Sports & Events Group	Alessandro Giudice

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