



# **The 22<sup>nd</sup> Annual Middle East and North Africa Conference**

**Beyond Visions: Inspiring Change, Creating Impact**

Logistics handbook

May 3. 2025

London  
Business  
School



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



Dear Esteemed Guests,

On behalf of the London Business School (LBS) Middle East and North Africa (MENA) Club, we extend a warm welcome as we gather in the vibrant city of London for the 22<sup>nd</sup> Annual MENA Conference. This year, we shift our focus from envisioning the future to shaping it with the theme “Beyond Visions: Inspiring Change, Creating Impact”.

Your presence here reflects 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 created a diverse program that promises insightful discussions, engaging sessions, and ample networking opportunities designed to foster collaboration and innovation.

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

We look forward to sharing this enriching day together. Wishing you safe travels and looking forward to seeing you soon in London!

Warm regards,  
MENA Conference TEAM



## Transportation

### From Airport to London city

- Taxis and rideshares like Uber and Bolt are readily available.
- 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.



## Accommodation

For your convenience, we've arranged special rates with several hotels, all within a 10–15-minute walking distance of London Business School. Please book directly with the hotels and mention London Business School to access these rates.

### The Landmark London



Rate:

£ 348 (Deluxe Room)

Reservation:

[Reservations@thelandmark.co.uk](mailto:Reservations@thelandmark.co.uk)

### The Holmes Hotel



Rate:

£289 (Superior Double), £319 (Deluxe Double)

Reservation:

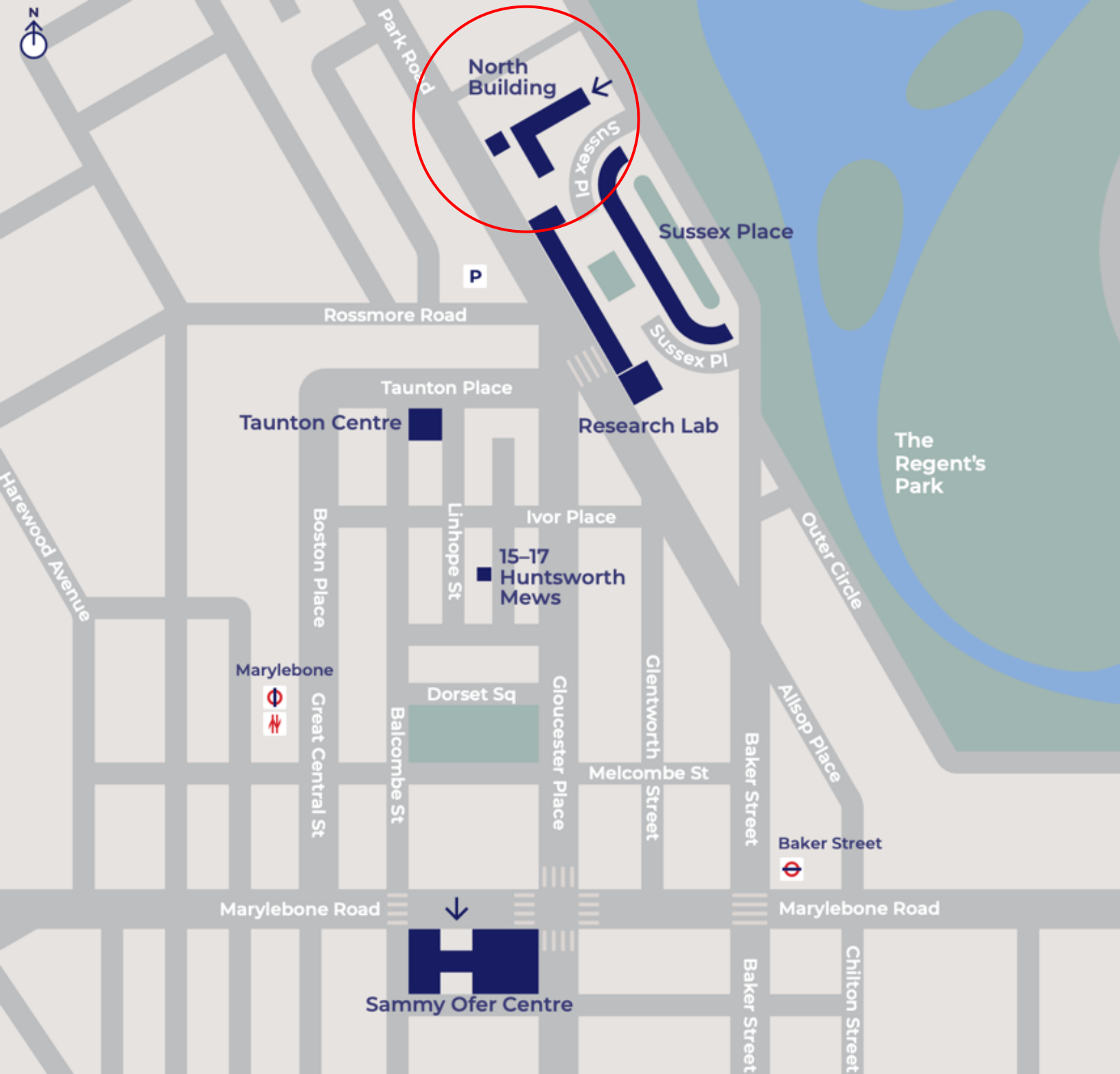
[Reservations@holmeshotel.com](mailto:Reservations@holmeshotel.com)

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](https://www.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



Main Entrance



North Building

The Lodge



Laing House

Sussex Place

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](mailto: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:

- **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](mailto: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](mailto: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 #LBSMENA2025. 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](mailto:info@lbsmena.com) or contact Sara Al Mazro, VP of Operations at +447932047199



## Meet the Team

A dynamic group of professionals from across the Middle East, including Saudi Arabia, Kuwait, Egypt, and Jordan. They come from diverse backgrounds such as investment banking, engineering, marketing, 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.**



**Omar Hashim**  
Conference Chairman  
MBA 2025



**Fatima AlMesaieid**  
Conference Vice-Chairperson  
MBA 2025



**Abdulrahman Salman**  
MBA 2026



**Alya AlAngari**  
MiFFT2025



**Dana AlMuhaidib**  
MBA 2026



**Fajer AlRafai**  
Finance PhD



**Ibrahim AlSultan**  
MBA 2026



**Joanna Chamieh**  
MBA 2025





**Lamya AlNahdi**

Partner



**Mohamed Khalil**

MiFFT2025



**Nasser AlRajhi**

MBA 2026



**Sara AlMazro**

MBA 2026





# 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](http://www.lbsmena.com)