



ARABBRITISH  
CHAMBER OF COMMERCE

# CEO Summit Resetting the global economy

Leading and learning in a crisis:  
now, next and beyond

Event programme  
Monday 13th September 2021

Supported by



# CEO Summit overview

**Resetting the global economy: leading and learning in a crisis**, is to be held virtually on 13th September 2021. This event will offer practical knowledge from prominent CEOs, business leaders and subject matter experts.

It will aim to develop Arab-British executive cooperation by providing a forum for candid and comfortable conversations with business owners, chief executives and policy makers from across the regions. This will facilitate the sharing of effective and sustainable business practices and enable senior executives to forge relationships that improve their business practices to make the greatest impact possible.

The Summit will be covering four highly relevant themes:

- Arab-British trade and investment, including economic diversification,
- The future of education, learning and development,
- Sustainability for industries in transformation, including organisational resilience and personal well-being,
- Innovation, entrepreneurship and digital disruption.

Our aim is that, post-event, the Summit will become known as the networking and information-sharing event of the year for senior and board level executives across the Arab World and the UK.

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## Event details

**Event name** CEO Summit  
Resetting the global economy: leading and learning in a crisis

**Date** Monday 13th September 2021

**Time** 7:00am - 16.00pm BST

**Event type** Virtual

**Projected attendees** Up to 200 British and Arab senior government officials, diplomats, business executives, investors and decision makers in the business sector.

# Audience profile

It is expected that many key decision makers, entrepreneurs, investors, traders and representatives from British and Arab businesses will participate in this event. We also anticipate local, regional and foreign chambers of commerce and industry, trade organizations, finance and investment institutions, private sector companies, in addition to prominent figures active in the world of business with an interest and/or stake in the UK and Arab markets.



Decision makers



Traders



Trade organisations



Entrepreneurs



Arab and British businesses



Finance and investment firms



Investors



Chambers of commerce



Private sector companies

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# Programme

7.30-8.00 **Event platform opens with networking**

8.00-8.25 **Opening session**

8.30-9.20 **Session 1: Arab-British trade and investment, including economic diversification**  
In this session, speakers will examine shifting investment strategies and what businesses have needed to do to adjust to the economic trends that emerged during the pandemic, such as the changes in buying behaviour, restructuring of operations and the priorities of entrepreneurship.

9.30-10.20 **Session 2: Future of education, learning and development**  
The theme of this session will look at latest trends shaping learning and development such as edutainment, peer-to-peer learning and learning on the go. Speakers will explore how organisations have successfully maintained learning during the pandemic and the critical learning strategies that will be required postpandemic.

10.20-10.40 **Break/networking**

10.40-11.30 **Session 3: Sustainability for industries in transformation, including organisational resilience and personal well-being**  
The session will explore how organisations have succeeded in building sustainable resilience as they adapted to the COVID-19 pandemic, including issues of employee well-being, leadership and business practices; and to what extent the transformations undertaken are sustainable in the future.

11.30-12.30 **Lunch/networking**

12.30-13.30 **Workshops**  
Workshop Session 1 - Organisational Resilience  
Workshop Session 2 - The Myths of Women and Leadership  
Workshop Session 3 - Leading Sustainable Transitions  
Workshop Session 4 - The Four Perspectives of Leadership in Today's World

13.40-14.30 **Session 4: Innovation, entrepreneurship & digital disruption**  
The session will look at the future of entrepreneurship and leadership post-COVID by examining how an innovation culture can be developed through collaboration and what needs to be done to anticipate future digital disruption.

14.30 - 15.00 **Closing remarks**

15.00-16.00 **Networking**

*All times are BST and are subject to change*

# Confirmed speakers



**Professor Karen Holford**  
CEO and Vice-Chancellor  
Cranfield University



**Professor Sue Vinnicombe CBE**  
Professor of Women and Leadership  
Cranfield School of Management



**Dr Rosina Watson**  
Senior Lecturer in Sustainability  
Cranfield School of Management



**Mr Pierre Kairouz**  
Principal Consultant  
Mercuri Urval



**Mr Bandar Reda**  
Secretary General and CEO  
The Arab British Chamber of Commerce



**H.E Talal Abu-Ghazaleh**  
Founder and chairman  
Talal Abu-Ghazaleh Global (TAG.Global)



**Eng Walid A. Abukhaled**  
Chief Executive Officer  
Saudi Arabian Military Industries (SAMI)



**Professor David Denyer**  
Professor of Leadership and Organisational Change  
Cranfield School of Management



**Dr Kamal Hassan**  
Assistant Secretary-General (Economic Sector)  
The League of Arab States



**Mr Joe Hepworth**  
Founder & CEO  
British Centres for Business



**Mr Robin Lamb**  
Director General  
Libyan British Business Council (LBBC)



**Mr Rabih Sabra**  
Director General  
Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon



**Professor David Oglethorpe**  
Pro-Vice-Chancellor, Dean  
Cranfield School of Management



**Professor Phil Hart**  
Director of Energy and Power  
Cranfield University



**Tareq Krayim**  
Associate Faculty for Executive Development  
Cranfield School of Management



**David Jones**  
Founder and CEO  
The Talent Enterprise



**RT Hon Elizabeth Symons**  
Chairman  
The Arab British Chamber of Commerce



**Haifa Fahoum Al Kaylani**  
President & Founder  
Arab International Women's Forum



**Dr Khaled Hanafy**  
Secretary General, Professor of Economics and International Business  
Union of Arab Chambers



**Mr Chad Woodward**  
Director of Trade & Investment for Saudi Arabia and Deputy Trade Commissioner for the Middle East  
UK Department for International Trade, British Embassy Riyadh



**Dr Ahmed Altheneyan**  
Deputy Minister for Future Jobs and Digital Entrepreneurship  
Ministry of Communication and Information Technology



**Mr Mansoor Hanif**  
Executive Director of Emerging Technologies, Technology & Digital  
NEOM



**Ms Janet Rogan**  
COP26 Regional Ambassador for the Middle East and Africa  
UK Government



**Mr Ayman Al Awadhi**  
Managing Director  
The Corporate Group



**Professor Kevin Morrell**  
Rowlands Chair in Transformational Strategy  
Cranfield School of Management



**Professor Birgitte Andersen**  
CEO  
BIG INNOVATION CENTRE

# Event sponsor

**Mercuri Urval**

## Mercuri Urval

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### Company profile

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“How can we make sure we have the right people in place to deliver the best possible results?” We were founded more than 50 years ago to answer this simple but important question that leaders face.

Every day since, we have developed and refined our methods, so you can be confident in our expert’s advice. As pioneers in predicting the impact of people’s capabilities and personality on business results, we have always placed high importance on Executive Search and Professional Recruitment. Over the years we have developed a proven track record in Assessment for Selection and for Development purposes.

Today, Mercuri Urval work with more than 3.000 clients – across all sectors – in over 60 countries every year. As we have grown, our services have expanded to include a range of Talent & Leadership Advisory services, built to meet our clients’ needs to strengthen their people’s performance.

Extraordinary results. It’s all about people™

[www.mercuriurval.com](http://www.mercuriurval.com)

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