19 – 21 November 2013, Sofitel Rabat Jardin des Roses Rabat, The Kingdom of Morocco
Dear Participant,

On behalf of the Fleming Gulf, we would like to welcome you to the The Morocco Summit. We at Fleming Gulf have carefully selected top industry experts to speak at this event, giving you the opportunity to hear first-hand experience from industry leaders and share solutions for overcoming the latest challenges in the field and to emerge as a winner.

Through case study presentations, problem solving sessions, interactive panel discussions and workshops, Fleming Gulf conferences aim at bringing together business with intelligence to provide your organization with a competitive advantage.

We hope that your attendance at this Fleming Gulf Conference is just the beginning of our business relationship and that we will have the opportunity to make a continuing contribution to your organization’s profitability and success.

If you would like to offer any comments related to the content or format of the program, or would like to contribute to a future platform, we would be very pleased to hear from you. To that end, we ask that you please fill in and return the conference evaluation form.

Thank you for participating and hope to see you again.

Danish Shaikh  
Production Manager  
Fleming Gulf Conferences

Basheer Al Salabi  
Event Coordinator  
Fleming Gulf Conferences
Listed below are some administrative details for your information.

1. There are a few **changes** to the conference program. You may find the updated version in your Documentation folder or have a look at the board next to the registration desk.

2. The **Coffee Breaks and Lunch** will be held at the **La Royale 2**. If you have any **special dietary requirements please inform our Registration desk** during the first coffee break. The **Networking Cocktail Reception** taking place on **Day 1** (19th November) at the Foyer will commence at 17:30.

3. Nametags have been provided to help you identify fellow delegates. Easy identification also helps the conference staff when delivering messages.

4. Please **do not be late** after breaks as we have a very intensive program and our chairman will do his best not to delay the beginning of each session.

5. If you have **questions** - please wait until the end of the presentation, the Chairman will give you an opportunity to ask your question and please don’t forget to introduce yourself by name and company.

6. Please keep your **mobile phones** switched off during the session, messages can be taken at the registration desk.

7. Please do not forget to fill in the **Conference Evaluation Form** and return it at the **Registration Desk**. It will be a great help in enhancing our upcoming events.

If you have any queries before, after or during the conference, the Fleming Gulf Team would be more than happy to assist you with whatever concerns you might have.

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DAY I | NOVEMBER 19TH 2013 | MAGHREB FOCUS DAY

8:30 Registration and Coffee

8:45 Opening remarks from Fleming Gulf

8:55 Opening remarks from the chair
Leila Hanafi, ARPA
President and Chief Counsel

9:00 The Morocco Summit Inaugural Keynote:
Her Excellency Minister Soumia Benkhaldoun
Minister Delegate to the Minister of Higher Education, Scientific Research and Moroccan Competencies
Kingdom of Morocco

9:20 Global and Regional Trade and Investment Climate
• Understanding the global investment trends
• Evaluation of investments in MENA
• The road ahead
Dr. Raed Safadi, Organization for Economic Co-operation and Development - OECD
Deputy Director - Trade and Agriculture Directorate

10:00 The Financial Sector and Sustainable Development
• Role of IFIs in developing a strong, sustainable and transparent banking sector
• Strong, Sustainable and Balanced Growth and Financing for Investment
K. Aftab Ahmed
International Finance Corp.
World Bank Group Director Financial Markets & PE Funds Europe, Central Asia & MENA

10:40 Morning Coffee and Networking

11:10 Traveling the Path of Economic Integration in the MENA region
• Economic integration through greater trade and investment is a development strategy that can do to the MENA region what it did before for Central and Eastern Europe, East Asia, and other emerging trading partners that are now sustainable growth poles.
Jean-Pierre Chaffour, World Bank
Lead Country Economist – Morocco and Regional Trade Coordinator - MENA

11:50 Effect Of The Global Financial Crisis and The Arab Spring on Investments in the region
• Understanding of global aspects of the recent financial crisis
• Effects of the Arab spring on investments and economic growth
• Implications of Dispute Settlement for Foreign Direct Investments under investment protection agreements
Hesham Hamdy, Arab International Bank
Chief Risk Officer

12:30 Cooperation Aid and Reform Programmes in North Africa
• Dialogue, Understanding and Cooperation
• Development & Cooperation
• Projects aimed at promoting reforms policies
Reda Bajoudi, Royal Danish Embassy
In charge of Cooperation and strategic communication

13:10 Luncheon

14:10 Supporting FDI in North Africa
• Key factors for stable investment
• The tax and investment treaty networks
• Legal and practical aspects of investment protection
• Sound investment: checking risk and balancing options
Dr. Gerard P.H. Kreijen, Loyens & Loef
Attorney at law

14:50 PANEL DISCUSSION Attracting Investments - A legal Perspective
• Impact of legislation reform
• International arbitration
• Dispute Resolution
MODERATOR: Hisham Elkoustaf, Bilateral US-ARAB Chamber of Commerce - USA, Senior Legal Adviser
PANELISTS:
Leila Hanafi, ARPA
President and Chief Counsel
Saber Ammar, Arab Lawyers Union
Assistant Secretary General
Court of Cassation - Egypt
Lawyer
Dr. Gerard P.H. Kreijen, Loyens & Loef
Attorney at law

15:30 Afternoon Tea and Networking

16:20 The Potential of Exploring the Unexplored Avenues
• Exploring the prospect of Partnering with Nordic/Scandinavian Businesses
• Scandinavian Business culture and investment interests
• The upside of shifting focus from the traditional marketing channels to Business in a world ruled by Social Media
Sarah Ouakim, Nordic Moroccan Advisory Council
Chairman

17:00 The Morocco Summit Closing Keynote
Hassan Maaoouni, Kingdom of Morocco
Former Minister of Water and Forests

17:20 Closing remarks from the Chair
Leila Hanafi, ARPA
President and Chief Counsel

17:30 Networking reception
The Morocco Summit

THURSDAY NOVEMBER 21ST 2013

9:00 OPENING PANEL DISCUSSION The Initiatives for Moroccan Competencies Residing Abroad
- Supporting the investments of MRE
- Legal and judicial orientation and promotion of services to the benefit of the MRE's in Morocco and host countries
- Setting up an attractive investment incentive system dedicated to MRE's projects

Moderator: Leila Hanafi, ARPA, President and Chief Counsel
Panelists: Abdelfattah Sahibi, Ministry of Moroccans Residing Abroad
Judge Nezha, Member of the Parliament
Omar Agodim, Maroc Entrepreneurs
Jean R. AbiNader, Moroccan American Trade and Investment Center

10:00 Focus on MRE (Moroccan Living Abroad) Investors and the Support Plans
- Support offered to MRE investors
- Strengthening partnerships to encourage MRE to contribute to the development
- Special incentive systems

Omar Agodim, Maroc Entrepreneurs
Vice-President

10:40 Determining The Key Opportunities For Investment
- Factors which impact the region's classification
- Challenges and opportunities for investors
- Emerging market growth

Jean R. AbiNader, Moroccan American Trade and Investment Center
Executive Director

11:00 The Effects and Impact of Corruption on Investments
- The negative impact on the investments in the country
- The initiatives taken by the central authority for corruption prevention
- How to create a healthy and transparent investment climate

Amallah Nezha, Central Authority for Corruption Prevention – Morocco
Director Legal Entity Watch

12:30 Court-Connected Mediation Program
- Enhancing the efficiency of the legal system
- Alternative dispute resolution (ADR)
- How to establish a successful court connected mediation program within the judicial system

Mohammed Adil Al Nasser, Jordanian Judicial Council & Ministry of Justice
Judge

13:10 Luncheon

14:10 THE LEADERS PANEL DISCUSSION Creating the Future Asset - Qualified and Competitive Human Resources
- Creating opportunities for the modern, young and educated human resources
- Assessment of the availability of the qualified resources
- Competitive strategy and human resource practices

Moderator: Leila Hanafi, ARPA, President and Chief Counsel
Panelists: Khalid Oudhriri, Unilever
Human Resources Director - North Africa
Nabil Sebti, The British Council
Employability Ambassador
Khali Zakari, Ministry of Education – Morocco
Teacher Development Specialist
Jean R. AbiNader, Moroccan American Trade and Investment Center
Executive Director

14:50 Impact of Cultural Tourism on the Regional Economy
- Saving our global heritage for future generations
- Focus on the developing world
- Solving cultural tourism crisis

Princess Alia Al-Senussi, Libyan Heritage Trust, Global Heritage Fund
Art Patron
Generation Three Family Partners
Executive Director

16:00 PANEL DISCUSSION Understanding the Legal System in the Region and in Morocco
- Recent legal reforms that render Morocco an attractive investment destination
- Conflict resolution, ADR, and ability of judicial sector to render fair and transparent adjudications
- Labor and environmental laws and human rights

Moderator: Hisham Elkousta, Bilateral US-ARAB Chamber of Commerce – USA, Senior Legal Adviser
Panelists: Khalid Berjaou, Mohamed V – Souissi
Dean - Faculty of Legal Sciences, Economic and Social
Leila Hanafi, ARPA
President and Chief Counsel
Mohammed Adil Al Nasser, Jordanian Judicial Council & Ministry of Justice
Judge

17:00 Copenhagen Cleantech Cluster – “Co-Creating Sustainable Environmental Solutions”
- Copenhagen Cleantech Cluster as a facilitator of international collaboration within energy efficient and environmental solutions
- Addressing urbanization with cleantech solutions => outcomes from the Global Cleantech Report 2012
- Danish competences within water and waste management

Neelabh Singh, Copenhagen Cleantech Cluster
Head of Strategic Projects

17:30 Closing Remarks from the Chair
Leila Hanafi, ARPA
President and Chief Counsel
8:50 Opening remarks from the chair
Leila Hanafi, ARPA
President and Chief Counsel

9:00 OPENING PANEL DISCUSSION The Role of the Chamber of Commerce in Supporting and Attracting Investments in Morocco
- Resources, Projects and Opportunities
- Exploring the Potential of Morocco
- Regional Opportunities in Morocco
MODERATOR: Leila Hanafi, ARPA, President and Chief Counsel
PANELIST
Larbi Ait Slimane, Chamber of Commerce, Industry and Services - Rabat
President
M Chemseddine ABDATI, Cosa - Cimar
Directeur
H.E Omar Derraji, Chamber of Commerce, Industry and Services - Rabat
Honorary President
Sami Houerbi, International Chamber of Commerce
Director

10:00 Boosting the Tourism Sector – The Tourism Vision 2020
- International cooperations to support the development of the tourism sector
- International Tie up’s
- Role of foreign investments
Ali Channam, Fédération Nationale du Tourisme
Président

10:40 Morning Coffee and Networking

11:10 Developing the Moroccan Aviation Sector
- Essaouira Airport Case
- Developing Mohammed V, AOCC and Crisis Management Room
Majd Radi, Moroccan National Airports authority - ONDA
International Airport Director

11:50 The Wayforward for the Telecom and ICT industry
- Transformation through information technology (IT)
- Developing the national IT and telecom industry
- What are the lessons learned from other markets
Mohamed SAAD, Casablanca Stock Exchange
Chief Information Officer

12:30 The importance of Telecom Applications in Emerging Markets’ Development
- Satellite communications in emerging markets: a historical view
- The new generation of telecom infrastructure as a response to a rising need: remote areas and Tailored equipment and deployment techniques
- Trends and telecom potential development in the region
- Our motto: no more i-discrimination in Africa
Abdellah Ben Malek, Wissat Group
CEO

13:10 Luncheon

14:10 How Pension & Sovereign Investors are Reshaping Infrastructure Investment
M. Nicolas J. Firzli, IAOS Secretary, World Pensions Council (WPC)
Cofounder & Director-General

14:50 The Economic Impact of Private Equity Methodologies/Tools/concepts on the Moroccan Economy
- Boost the Economy/growth/ Exports/GDP of Morocco Economy
- Be a significant driver of the Morocco economy and its global competitiveness
- Create jobs at a considerably faster rate than other private sector companies
Osama A. Abu-Baha, Founder and CEO
Al-Oula Private Equity Consulting Co. W.L.L

15:30 PANEL DISCUSSION English, Enterprise and Employability in Morocco
MODERATOR: Leila Hanafi, ARPA, President and Chief Counsel
PANELIST
Martin Rose, The British Council
Country Director
Nick Cherkas, The British Council
English Project Manager
Roland Singer-Kingsmith, The British Council
Skills for Employability Project Manager

16:10 Closing Remarks from the Chair
Leila Hanafi, ARPA
President and Chief Counsel

I would like to thank everyone who has helped with the research and organization of this event, especially the speakers for their support and commitment.
Danish Shaikh
danish.shaikh@fleminggulf.com
Princess Alia Al-Senussi, Libyan Heritage Trust, Global Heritage Fund
Art Patron

Generation Three Family Partners

Executive
Princess Alia Idris Al-Senussi graduated Brown University Magna Cum Laude in 2003 with a double major in International Relations (honors) and Middle East Studies. Alia holds an MA in Political Science from Brown University (2004) and an MSc in Law, Anthropology and Society from the London School of Economics (2005). Alia devotes a great deal of her time to various patron groups in London and the Middle East. Alia is co-chair of the Parazo Future Union, a group ambassador for the Tate Museum’s Young Patrons Group since 2008, Alia has been appointed the Chair of the group beginning in September 2012, and a long-time committee member of the Serpentine Gallery Future Contemporaries. Alia is the Young Patrons representative on the overall Patrons Board for the Tate Gallery. Alia is also a founding member of the Tate Committee for Middle Eastern and North African Acquisitions and is on the Board of Patrons of Art Dubai as well as advisory board for Edge of Arabia. She has served in the past as Chairman of the Board of Trustees-UK for Aglion College while continuing to work with the Brown University alumni association interviewing potential candidates in London. Alia applies the majority of her professional time to being an advisor and marketing executive with the wealth management firm, Generation Three Family Partners. Alia is also the VIP Relations Manager Middle East for Art Basel and Art Basel Miami Beach and a contributing editor at Tank Magazine for their interviews series. Alia is currently involved in setting up the Libyan Heritage Trust with Global Heritage Fund, of which she will serve as Chairman.

Dr Raed Safadi, Organization for Economic Co-operation and Development - OECD
Deputy Director - Trade and Agriculture Directorate
Dr. Raed Safadi is currently the Deputy Director of the Trade and Agriculture Directorate at the Organisation for Economic Co-operation and Development (OECD). Prior to assuming his current position in mid-2009, Dr. Safadi served as Chief Economist for the Government of Dubai. There, he was responsible for managing the economic research and analysis and with shielding the Emirate from the 2009 global economic crisis. Raed specializes in the empirical and policy analysis of international trade. He has published an extensive array of books and articles covering such areas as trade and development, regional trading arrangements, tariffs and non-tariff barriers, special and differential treatment, trade and environment, and the world trading system. His current research interests include globalisation and labour market issues. Raed has previously worked for the World Bank and has been a consultant for a number of governments, regional development banks and a number of UN agencies.

Leila Hanafi, ARPA
President and Chief Counsel
Leila Hanafi is a Moroccan-American international qualified lawyer, and international policy expert from Washington DC is the Founder and Chief Lawyer of international law firm and think-tank Institution ARPA Dispute Resolution (ADR). Leila has been selected to serve in leadership positions at a very young age which equipped her to join an exhilarating hub of young leaders. As the staff attorney and programs manager of the World Justice Project to becoming one of the World Bank’s youngest professionals and focal point for the International Criminal Court Middle East and North Africa Coalition work. Leila’s experience consists of work in international law, rule of law, and international organizations. Leila was also the winner of the highly competitive World Bank Middle East and North Africa Innovation Fund through which he held various positions, including mission chief in the African Department and Head of Office and Representative to the World Trade Organization and United Nations in Geneva. He also spent two years as a Senior Economist in the Directorate for Economic and Financial Affairs at the European Commission. Over his career, Mr. Chauffour has worked and provided economic policy advice in many emerging countries, most extensively in the Middle East, Africa, and Eastern Europe. His main centers of interest are economic development, macroeconomic management, and economic freedom. He started his career as a macroeconomist with the Paris-based Centre d’Etudes Prospectives et d’Informations Internationales. Mr. Chauffour holds master degrees in Economics and Money, Banking, and Finance from the Panthéon-Sorbonne University in Paris. He is the author of The Power of Freedom: Uniting Human Rights and Development (Cato Institute, 2009) and co-editor of Preferential Trade Agreement Policies for Development: a Handbook (World Bank, 2011) and Trade Finance during the Great Trade Collapse (World Bank, 2011). His most recent book on the aftermath of the Arab Spring is entitled From Political to Economic Awakening in the Arab World: the Path of Economic Integration (World Bank, 2013).

Jean-Pierre Chauffour, World Bank
Lead Country Economist – Morocco and Regional Trade Coordinator - MENA

Director Financial Markets & PE Funds, Europe, Central Asia & MENA
Khwaja Aftab Ahmed is a development banker and posses a solid 24 years career in the development finance. He started his career in putting IFC on the map of MENA financial sector. IFC financial market commitment volumes in MENA, increased from US$ 50-60 million per annum in FY 04 to US$ 1.0 billion in FY 10. Similarly, IFC financial market portfolio in MENA has increased from USD 210 million to over USD 1.5 billion in the period. As Director he is managing a large financial market and PE team in various country sectors. Mr. Ahmed manages annual new business of about US$ 3.5 billion and a portfolio of over US$ 6.0 billion spread over 45 countries. Mr. Ahmed was also instrumental in promoting Islamic Finance transaction in IFC and developed a significant portfolio and pipeline of Sharia Compliant projects in Housing Finance, Sukuk, and Mudarabah etc. Prior to joining IFC, Aftab spent 10 years in the development banking sector. He has degrees in Mechanical Engineering, MBA and LLM.

Hesham Hamdy, Arab International Bank
Chief Risk Officer
Egyptian Iron and Steel Company
Member of the Board of Directors
Suez Canal Bank, Egypt
Member of the Board of Directors

Egyptians Banks’ Credit Bureau
Member of the Board of Directors

Basil Il Diploma, the American Bankers Association Instructor in the Institute of Banking & Finance (IBF) Of The American University in Cairo (AUC) Part time Trainer in Training Centers such as The Egyptian Banking Institute of the Central Bank of Egypt, and the Union of Arab Banks. Hesham is the Chief Risk Officer of Arab International Bank since beginning of 2011. Before that, Hesham, joined Bank of Alexandria in 2004 as member of the new senior management team that was responsible for reengineering, modernizing and privatizing the bank, with the task of bringing together the strands of risk management. He is leading a team of experts in the fields of credit, operational and market risk. He was responsible for Risk Management, Central Credit Administration and, Central Investing. Hesham is also a member of the Board of Directors in three distinguished companies:

- Egyptian Banks’ Credit Bureau
- Egyptian Iron and Steel Company
- Suez Canal Bank, Egypt

Hesham has 30 years experience in Internal Audit, Credit Examination, Compliance and Risk Management gained in Bahrain, Saudi Arabia and Egypt. He has held senior positions in extermed banks, such as Bahrain Islamic Bank as the Manager of Inspection and Internal Audit Department, where he designed the Bank’s Internal Audit Manual as a basis of reference to assist all members of the Inspection Department staff to carry out their duties as efficiently as possible. He was managing the credit examination in Riyadh Bank as Head of Credit Inspectors undertaking a large number of audit assignments. He reviewed the bank’s overall lending activities to ensure that they are being conducted in a safe & desirable manner, through reviews and quality assessments of credit facilities at all branches of the bank including international branches. He worked as the Work-Out & Recovery Officer at the American Express Bank responsible for monitoring all criticized and classified problem credits. He was a member of the Quality Assurance Team at the Egyptian American Bank. He joined National Bank of Abu-Dhabi as Assistant Executive Director, with main responsibility was managing borrowing relationships with corporate customers. Before specializing in the banking field, Hesham gained internal and external audit experience in both Arabic American Oil Company (Aramco) as In-Charge Internal Auditor, and Price Waterhouse & company as External Auditor.

Jean-Pierre Chauffour, World Bank
Lead Country Economist – Morocco and Regional Trade Coordinator - MENA

Since joining the World Bank in 2007, Mr. Chauffour has held various assignments, including Acting Deputy Trade and Agriculture Coordinator. He has worked for 15 years at the International Monetary Fund, where he held various positions, including mission chief in the African Department and Head of Office and Representative to the World Trade Organization and United Nations in Geneva. He has also spent two years as a Senior Economist in the Directorate for Economic and Financial Affairs at the European Commission. Over his career, Mr. Chauffour has worked and provided economic policy advice in many emerging countries, most extensively in the Middle East, Africa, and Eastern Europe. His main centers of interest are economic development, macroeconomic management, and economic freedom. He started his career as a macroeconomist with the Paris-based Centre d’Etudes Prospectives et d’Informations Internationales. Mr. Chauffour holds master degrees in Economics and Money, Banking, and Finance from the Panthéon-Sorbonne University in Paris. He is the author of The Power of Freedom: Uniting Human Rights and Development (Cato Institute, 2009) and co-editor of Preferential Trade Agreement Policies for Development: a Handbook (World Bank, 2011) and Trade Finance during the Great Trade Collapse (World Bank, 2011). His most recent book on the aftermath of the Arab Spring is entitled From Political to Economic Awakening in the Arab World: the Path of Economic Integration (World Bank, 2013).

Reda Bajoudi, Royal Danish Embass
In charge of Cooperation and strategic communication

Reda Bajoudi Programme Manager at the Danish Embassy in Rabat, country gender focal point and Political Analyst. Has worked in the Aid and Development sector for the past 13 years in the MENA region with a focus in North Africa. Witnessing and contributing to the reforms process in Morocco in the fields of women rights, rule of law, civil society capacity building and youth and political participation. With an open personality aimed at working with an inclusive approach that has anticipated the changes in the region by promoting the work with secular and non- secular partners at times where inclusiveness was hard to assume. Working at strategic and grassroots levels, Reda has developed a large knowledge of the main strengths and weaknesses in implementing reforms. With a curriculum more based on field experience, Reda is a self-made political analyst. Has worked in the Aid and Development sector for the past 13 years in the MENA region with a focus in North Africa.
MEET OUR PRESTIGIOUS SPEAKER PANEL

M. Nicolas J. Firzli, IAO Secretary, Co-founder & Director-General
World Pensions Council (WPC)
M. Nicolas J. Firzli is the co-founder and Director-General of the World Pensions Council (WPC), the inter-national association of Chairmen and CEOs of public and private retirement schemes/ pension funds and social security institutions. He is, a graduate of Canada’s McGill University (Statistics & Financial Economics), an alumnus of the HEC School of Management (MBA), the University of Paris Law School (J.D. Civil & Financial Law, summa cum laude) and conducted research at the University of Leuven (UCL) Doctoral School of Economics and Management. Mr. Firzli is Head of Social Security & Retirement Research at the French National Association of Financial Analysts (SFAF), Co-Chair of the World Pensions & Investments Forum (WPI) hosted jointly with a supranational organisation in Paris, and Secretary of the Asia Pacific International Asset Owners Summit (APIAO) Steering Committee, overseeing the organisation of this international gathering in collaboration with government agencies and leading research centers from across Asia, Australia, the European Union and the Americas. He is also a frequent contributor to various media outlets and think-tanks, including Dow Jones Financial News, the Reuters newswire, Morningstar TV, RTÉ (Ireland’s National TV), TRT (Turkey’s Channel 1), the Adam Smith Institute, the Milken Institute, Pension Plan Sponsor, Euromoney magazine and Euromoney Country Risk (ECCR), Asset International’s Chief Investment Officer journal (ci-ClO), Revue Analyse Financière (Paris), Le Parisenien/Aujourd’hui en France, Al-Hayat (London/ Riyadh), Al-Nahar (Beirut) and various academic journals. Mr. Firzli has advised pension funds, governments (at both federal and state/municipal levels), central banks and asset management companies in the past 15 years in more than 30 different jurisdictions.

Jean AbiNader, Moroccan-American Trade & Investment Center Executive Director
Jean AbiNader, Executive Director of the Moroccan-American Trade & Investment Center (MATIC) is a skilled communications and marketing professional who has worked for public and private sector clients in diverse sectors in the Middle East and North Africa. In addition to promoting trade and investment through a range of modalities from trade shows and delegations to World Fair exhibitions and targeted research, he has advised policy makers and analysts on themes and topics related to the intersection of international business and policy. His work balances his corporate and non-profit communications, at www.goideacom.com, demonstrate the expertise and insights he applies on behalf of his clients. A practitioner of delivering soft skills training programs and training strategies for closing the gap between education and employment, jean has a long track record of managing intercultural communications projects.

Osama A. Abu-Baha, Al-Oula Private Equity Consulting Co. W.L.L
Founder and CEO
Osama is the Founder & CEO of Al-Oula Private Equity Consulting. Osama is principally engaged in evaluating investment opportunities, enhancing business value, managing the M&A of firms and providing value added services to portfolio companies. Prior to establishing Al-Oula Private Equity Consulting, Osama served as Chief Investment Officer, General Manager and senior management consultant with prominent organizations in consulting, logistics and manufacturing sectors. He held senior positions and appointed to manage mega projects in telecom, energy, engineering industries, logistics and governmental sectors. With more than 16 years of experience in strategy consulting, Private Equity, and corporate turnaround, he has built up substantial expertise across a myriad of industries and geographies. Osama holds a Bachelor degree in electrical engineering; certified as Project Director (CPD) and Certified Project Manager (CPM) from the US, with pragmatic experience in Private Equity, strategy, BSC, business excellence and business development.

Dr. Saif Aljaibeji, MD PhD, Aetna International
Vice President
Dr Saif Aljaibeji is a healthcare expert, Chairman of Iraq Health- nongovernmental, nonprofit, think tank specializes on Health Public Private Partnership. He is the President of the Center of Research and Strategic Studies. Saif retains an advisory role for regional governments and has work experience with the Federal Government in Iraq, Kurdistan Regional Government, Emirates, Yemen, Qatar, Turkey and recently Libya. He represents health care in MENA as a chairman, speaker, panelist and organizer at international events. Saif is a physician and holds a PhD in health insurance & funding. Masters in Health Administration, Masters in HealthCare Management, Masters in Business Administration, and pursuing a Masters in General Management at Harvard University.

Khalil Zakari, Ministry of Education – Morocco
Teacher Development Specialist
Mr Zakari is ESL Teacher Trainer/Supervisor at the Moroccan Ministry of National Education and ICT Trainer and E-Learning Facilitator. He is responsible for Coordination of the English Inspectorate at the Regional Academy of Education and Training Aloucima-Taza-Tauant. He is also the Director of the Centre Culturel Michel Jabet in Meknès and is the founder of Ed-Links-Morocco and is Continuing Professional Development Researcher.

Mohammed Adil Al Nasser, Jordanian Judicial Council & Ministry of Justice, Judge
Mr. Al Nasser is a District Court Judge from the Hashemite Kingdom of Jordan. He is Seconded by the Jordanian Judiciary, and government as a Legal Consultant, The General Secretariat of the Executive Council, Abu Dhabi, UAE from May of 2012 till November 2013. He was previously the Head of Litigation, Ali Al Aidarous Law Firm, International Legal Practice, UAE. Head of Legal Department and State Attorney Directorate, Ministry of Justice, Jordan. International Legal Consultant at Keton & McConkie Law Firm, Salt Lake City, Utah. He has extensive trial experience as a general jurisdiction trial judge for 8 years handling every type of trial including complex civil and commercial litigation, criminal cases, labor and insurance cases. Seconded by the Jordanian Judicial Council to the Jordanian Ministry of Justice to serve for two years as a director of the ADR & Case Management Department at the Jordanian Ministry of Justice as well as a legal consultant for the Jordanian Ministry of Justice.

Abdellah Ben Malek, Wissat Group, CEO
Mr MALEK is the CEO & founder of Wissat, a new Operator in IP Broadband VPN via Satellite & Internet Value
Added Services Provider, operating in Morocco, West & Central Africa regions. Prior to Wissat he was the Director at Vivendi Universal

• Director at Cap Gemini - Ernst & Young – Telecom Media & Networks, in charge of International Business Development for EMEA & South America regions
• He is a Graduate from French Telecommunication School of Engineering (Sup Telecom Paris)
• He has a vast experience in the Telecom business for more than 30 years, with deep knowledge of Telecommunication Industry, Technologies (wire & wireless), Marketing & Business and has International experience in several countries such as France, Sweden, Greece, Hungary, Benelux, Morocco, Canada, USA, Mexico, Brazil & Middle-East.

His operational expertise includes Operational Program Management expertise in Telco’s Information System (OSS, BSS, IJS), Internet/Intranet/Extranet Portals (B2B, B2C & B2E) & Infrastructure (Mobile, Satellite, WiMax/WiFi).

Business expertise in Banking, Aerospace & Telecom industries

• Consulting in Strategic planning and change management
• International Business Development
• Program Manager Expert

Martin Rose, The British Council
Country Director
Martin Rose was born in London in 1954. He was educated at Magdalen College Oxford (Modern History) and St Antony’s College Oxford (M Phil in Modern Middle Eastern Studies). He has been Director of the British Council in Morocco since 2010. After working in academic publishing and international banking, in the Middle East and Africa, Martin joined the British Council in 1988. He has served in Baghdad (1989-90), Rome (1991-96), Brussels (1999-2004) and Ottawa (2006-10), as well as postings in London, most recently as founding director of the British Council’s cultural relations think-tank, Counterpoint (2002-6). He was the founding Director of the Portoguese and Belgo-British Conferences; and took a student expedition to Greenland and the Canadian Arctic in 2008. He was also the founding Director of Our Shared Europe, the British Council’s flagship project addressing Muslim communities in Europe and beyond. Martin’s publications include Trust, Mutualty and Cultural Relations (with Nick Wadham-Smith, 2004) and British Public Diplomacy in an Age of Schisms (with Mark Leonard, 2005). He was the 2009 Zaki Badawi Memorial Lecturer (A Shared Past for a Shared Future: European Muslims and History-making), and is a Fellow of the Royal Canadian Geographic Society.