



Middle East Nationalization & HR Best Practice Conference 2013

Date: 14 - 15 May 2013
Location: Park Hyatt Dubai, UAE

Day 1: Nationalization and Recruitment Strategies to Build First Class HR Organizations
Day 2: Engaging in HR Best Practices and Leadership Development to Build First Class HR Organizations
Day 1 & Day 2 sessions can be booked separately

FINAL EARLYBIRD
ends on 22nd April 2013
Group discounts available!

2013 Conference Highlights

- 2 Separately Bookable Tracks for HR Stakeholders' Critical Requirements into 2013
- 18+ Public & Private Sector Industry Frontrunners
- 16+ Solution Driven Presentations & Best Practices in the Middle East
- 24+ Hours of Professional Learning & Networking Opportunities

A Dynamic & Practical Strategy Platform for Human Capital Stakeholders Across the Middle East



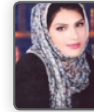
Kamraan Siddiqui
Head of Workforce Development Knowledge and Human Development Authority (KHDA) Government of Dubai



Wael Albassam
Corporate Director Marketing & HR Zamil Industrial



Majid Al Muzairi
Head of HR, Centres of Excellence BAE Systems Saudi Arabia



Buthaina Al-Ansari
Senior Director Human Resources Ooredoo



Marius van Rensburg
Group HR Director Royal Group



Iman Al Qasim
Deputy Vice President - Human Resources and Administration Dolphin Energy

Featuring Case Studies & Sharing From:



Global Speakers & Expert Cross-Industry Human Resources Practitioners

- Kamraan Siddiqui**, Head of Workforce Development, Knowledge and Human Development Authority (KHDA), Government of Dubai
Mona Mohammed Fekri, Chief Human Capital Officer, TECOM Investments
Iman Al Qasim, Deputy Vice President - Human Resources and Administration, Dolphin Energy
Buthaina Al-Ansari, Senior Director Human Resources, Ooredoo
Abdulwahab Mohamed Al Nazari, Head of Recruitment, Emirates National Oil Company Limited (ENOC) LLC
Ergham Al Bachir, Head of Human Resources and Administration, Waha Capital
Wael Albassam, Corporate Director Marketing & HR, Zamil Industrial
Majid Al Muzairi, Head of HR, Centres of Excellence, BAE Systems Saudi Arabia
Anita Mathur, Global Recruitment Branding & Channel Strategy Leader, IBM Middle East
Karl Gheewalla, Head HR, Lenovo Middle East & Africa
Jia Gay, Group Human Resources Director, Middle East and North Africa, The Coca Cola Company
Dr Leslie Thurogood, Senior VP - Competence Assurance, Emiratisation, Mubadala Development Company
Pradeep Nambiar, Director - Leadership, Talent & Capability Partner, Middle East & Turkey and Africa Markets, Philips Electronics Middle East
Talat Naseer, Vice President HR and Admin, Exeed Industries
Dr. Amal Sheera, HR Director- Middle East, Schindler
K V Rajan, Director - Learning & Development, Talent & Market Execution, The Coca-Cola Bottling Company of Bahrain and CCA, Qatar
Glenn Saldanha, Head of HR Operations and Employee Relations, Dubai Airports
Lee-Anna Nussbaumer, Director Talent Management, Learning & Development, Emaar Properties PJSC
Hisham Al Muthanna, Regional Localization Leader - Middle East, North Africa & Turkey, GE Global Growth & Operations
Kanchan Ghoshal, Director - People & Change, KPMG Bahrain & Qatar
Marius van Rensburg, Group HR Director, Royal Group
Roberta Zelari, Manpower Planning & Recruitment Manager - Consumer Business Division, Agthia Group PJSC
Lucy Hay, Founder and Chief Excellence Officer, Expressions Arabia

Associations and Media

Supporting Association:



Official Media Partner:





Middle East Nationalization & HR Best Practice Conference 2013

10 Reasons to Join Us this May in Dubai

- 1) Understand government policies and assess best practices for implementing nationalization programs within your workforce
- 2) Benchmark how industry peers are managing on-the-ground realities for effective and meaningful nationalization implementation across different jurisdictions
- 3) Align recruitment and workforce talent utilization practices to meet changing business workforce needs into 2013
- 4) Benchmark changing compensation and benefits structures for workforce talents
- 5) Boost workforce integration in an increasingly diversified workforce into 2013
- 6) Assess critical workforce development and talent needs across industries towards building first class HR organizations
- 7) Improve, design and implement practical talent sourcing, development and management strategies for your workforce
- 8) Fostering leadership skills and succession planning frameworks in your workforce talent development programs
- 9) Identify how stakeholders are working with government for long term and sustainable workforce development initiatives
- 10) Discover invaluable insights direct from human resources stakeholders who are leveraging workforce competitiveness to support organizational performance & business goals.
- 11) Take advantage of panel discussions and presentations to bring you up-to-speed with key industry issues on one platform while making your views heard

MIDDLE EAST NATIONALIZATION & HR BEST PRACTICE CONFERENCE 2013

Building First Class HR Organizations With An Integrated HR, Nationalization and Talent Strategy

In the wake of the Arab Spring, governments have been aggressively driving workforce nationalization initiatives across both the public and private sectors, with stricter enforcement of nationalization requirements into 2013, in a bid to stem youth unemployment and improve quality of life for the population. In the meantime, businesses in the MENA region face skilled labour shortages, especially amongst nationals, in order to manage & execute its strategies to grow as the economy shows signs of recovery.

Human Resources professionals across both public & private sectors companies face a two-pronged challenge into 2013 as they go through a rationalization process to source, manage and develop workforce talent and leaders while keeping in line with nationalization policies across countries, at the right cost and right time.

Clariden Global is pleased to present the inaugural **Middle East Nationalization & HR Best Practice Conference 2013** this May.

Middle East Nationalization & HR Best Practice Conference 2013 will be key for MENA human resources stakeholders in the move towards building first class HR organizations. Key focus areas will include nationalization and recruitment strategies as well as engaging in HR best practices and leadership development across the region.

Join us this May as senior human resources stakeholders connect on this timely platform to benchmark and assess HR best practices towards successfully supporting organizational performance & business goals.

Book Your Seat Today!
Email admissions@claridenglobal.com
or Call +44 (0)20 7129 1222 today for immediate booking.

Who will you meet this May :

Chief Human Resources Officers (CHRO), Senior Vice Presidents, Vice Presidents, Senior Managers, Directors, Managers, Heads of:

- Human Resources
- Human Capital
- Nationalization (Emiratization, Saudization, Omanisation, Qatarization)
- Localization
- Talent Management
- Resourcing
- HR Operations
- Learning & Development
- Organizational Effectiveness
- HR Strategy
- HR Shared Services
- HR Administration
- HR Partner / HR Business Partner
- HR Policies
- Workforce Development
- Corporate Development
- Administration
- Corporate HR
- Recruitment
- Capability Management



Kanchan Ghoshal
Director - People & Change
KPMG Bahrain & Qatar

Kanchan Ghoshal is Director HR Advisory for KPMG in Bahrain and Qatar. He has 15 years of varied work experience ranging from HR consulting and talent acquisition to project and supply chain management in the process industry prior to that. In his over 10 year long HR consulting career with Andersen, Ernst & Young and now KPMG, Kanchan has among others gained expertise in large scale change management including nationalisation; organisation & job structures; manpower planning; performance management and succession planning. 7 years of this has been in the GCC region consulting for National Oil Companies, government entities and private enterprises.



Karl Gheewalla
Head HR
Lenovo Middle East & Africa

Karl Gheewalla is the Head of Human Resources of Lenovo's Middle East and Africa Region. In his current role, Karl is focused on talent management, workforce planning and HR strategy enablement. Prior to Lenovo, Karl has also worked in strategic HR business partner roles in consumer products and technology companies and has been a management consultant delivering various change management and talent management solutions to Fortune 500 organizations.



Wael Albassam
Corporate Director Marketing & HR
Zamil Industrial

Wael Albassam became the Corporate Marketing Director at Zamil Steel on the 1st of September 2012. His previous post was the Corporate HR Manager of Zamil Industrial since he joined in 2008. Wael has an MBA from University College of Bahrain. He is also a Certified HR Manager and a Chartered HR Consultant. Before joining Zamil Industrial, Wael worked for British Aerospace in the training function, and then at Khalid Al Turki as a Group HR Manager. He has participated as a speaker in several workshops and seminars. He is an active member of SHRM and ASHRM. He is also a member of the HR Committee in the Eastern Chamber of Commerce.



Ergham Al Bachir
Head of Human Resources and Administration
Waha Capital

With over 15 years of experience across the private and the public sector, Ms. Al Bachir has held numerous strategic human resources and business administration positions. In addition, she has been leading executive and employee's leadership and development along with national talent programs. She has contributed to the world of HR being a board member on different portfolio companies, a senior executive member of the management committee, and a member of the investment committee. Ms. Al Bachir is leading the human resources, business administration, and executive leadership programs, for the diversified investment holding company and its subsidiaries from various sectors, financial services, offshore and logistics, educational sector, healthcare, industrial and others. Ms. Al Bachir was holding the Director of Corporate Affairs in a Semi-Governmental Investment and Private Equity Isthmar World, part of Dubai World. Prior to joining Isthmar Ms. Al Bachir joined the public sector as an Advisor heading the Technical Support Unit, in the UAE National Human Resources Development Authority. Ms. Al Bachir is a certified leadership and communication facilitator through the Thinking into Results for Leaders a breakthrough leadership program designed to assist employers to invest effectively in their executive leadership programs. Ms. Al Bachir is a founder member of the UAE Women corporate Directorship Chapter (WCD), a certified corporate Director (NACD), and a member of the women business council. Ms Al Bachir holds an MBA from the University of Liverpool.



Buthaina AL-Ansari
Senior Director Human Resources
Ooredoo

Ms Buthaina Hassan Al-Ansari is currently the Senior Director - Human Resources for

Ooredoo, formerly known as Qatar Telecom. Her achievements include: being elected as Business Women of the Year (Qatar Achievements 2011) and being selected as one of the 100 most powerful women in the Middle East in 2011 by the Arabian Business Magazine; winning an award as one of the Best Qatari Business Women in Qatar (2009); Deputy Chairman, MBA Alumni Qatar University 2011; Chairperson of Trustees - Amina Bint Wahab School (2011); representing the State of Qatar in Investment Forum in NY (April 2011) and in Entrepreneur Presidential Summit (April 2010); member of Arab International Women's Forum (London 2009); and being a board member of the Qatari Business Women Forum (QBWF). Her achievements also include creating savings of QR39,000,000 for Qatar Telecom in 2012 as well as successfully generating \$450,000,000 for Masraf AlRayan Investment, developing first Qatar investment bank capital in 2010. Ms Al-Ansari possesses a strong leadership talent, team player attitude, spirit and the natural ability to establish consensus among cross functions. She has proven multi-tasking capabilities with strong ability to plan and manage complex projects under any timeline. Ms Al-Ansari holds a Masters Degree, MBA in Strategic Planning and Change Management, a High Diploma in Human Resources and Strategic Planning as well as a High Diploma in Economics. She is currently working on her PhD.



Dr Amal Assad Sheera
HR Director- Middle East
Schindler

Dr Amal Assad Sheera has recently been appointed as the HR Director - Middle East with Schindler. In this new role, she manages HR activities and initiatives for the ME region. She is happy to be the First Saudi female to be appointed in such a role. She was previously HR Director for Schindler KSA since October 2010. Prior to this position, she was the HR Director for TNT Express KSA from March 2008 to September 2010. Her other previous positions included HR Consultant for HQS & Quality Pharma Group; HR Consultant & Head -Performance Management for The National Commercial Bank, Jeddah; Lecturer at the King Abdul Aziz University, Jeddah; Human Resources Manager (Girls Sector) KAAU, Jeddah; Deputy Director - Quality Improvement Dept, Ministry of Defense & Aviation (MODA) and Deputy Director - HR, MODA, where she was the first female to hold this post. She was also the first Saudi female to hold a senior management post in the private sector in TNT and Schindler as well. Her additional responsibilities include being an Administration Development Consultant and Quality Consultant for KAU as well as being an Administrative Consultant for the Al Sebai Institute. Dr Sheera also hold memberships in these committees, including: Deputy Chairman - HR Committee, JCCI; Arabian Society for Human Resources (ASHRM); The Saudi Society of Management (SMA); The American Society for Training and Development (ASTD); The Society for Human Resources Management (SHRM) and the British Psychometric Society. Dr Sheera holds a PhD in Human Resources Management (2001) as well as a Masters (1999) and Bachelor (1991) Degrees in English Literature.



Mona Mohammed Fekri
Chief Human Capital Officer
TECOM Investments

Mona Fekri is the Chief Human Capital Officer of TECOM Investment, Dubai Holding. TECOM Investment has grown into a diversified conglomerate with strategic investments in sectors that contribute to the development of Dubai's knowledge-based economy as well as a home to over 4,500 companies, including major multinationals and many of the Fortune 500 companies. Mona carries with her a high experience level of the HR industry for over a decade. Mona was part of the team for Meydan City Corporation - Government of Dubai, Isthmar World Aviation - Dubai World Group, as well as DNATA Emirates Airlines - Emirates Group. Apart from being a commercially minded HR professional, with broad strategic and operational generalist experience, in fast-moving service environments, Mona is a well versed people's manager, leader, and change management facilitator, who contributes to the wider picture whilst also establishing rapport and making changes to the people and the business on an individual level.



Iman Al Qasim
Deputy Vice President - Human Resources and Administration
Dolphin Energy

Iman Al Qasim is the Deputy Vice President of Human Resources & Administration at Dolphin Energy. In her current role, she is responsible for leading change through the organization, implementing corporate projects and programs including the creation of a new Talent Management function. Specific areas of focus have been employee engagement, leadership development, total rewards, and helping position Dolphin Energy as an employer of choice. Prior to this, Al Qasim was leading HR for General Motors (GM), Middle East Operations where she managed all HR related functions and led regional input on global task teams. She is a certified GM Coach and has guided senior managers within and outside of GM, focusing on transitional and developmental coaching. Al Qasim's experience prior to GM includes Project Management with General Electric, Dubai and General Electric, UK in Marketing and Six Sigma. She holds an MBA from the University of Bath, UK and a Bachelor's degree in Marketing from the American University of Sharjah. She has been granted the Sheikh Rashid Award and has also had several articles published in local and international journals.



K. V. Rajan
Director - Learning & Development, Talent & Market Execution
The Coca-Cola Bottling Company of Bahrain and CCA, Qatar

K V Rajan is a PG from University of Surrey, Guildford, UK and specializes in the Sales Capability Transformation in the Beverage landscape. His core area is in Learning & Development in FMCG & Retail Domain and played pivotal role on the launching of "Coca-Cola University on Wheels" in 2009. He is certified Master Facilitator by Coca-Cola for the Leadership Programs and currently spearheading a major program in Bahrain. An emerging market & change management professional, K V Rajan leverages Coaching & Feedback as a tool in Talent Engagement cutting across all layers and streams of the business. His passion towards L&D reaches out beyond workplace domain where he supports physically challenged retailers on the Retail Tools and Techniques and endeavors the Visually Challenged as a reader and scribe.



Jia Gay,
Group Human Resources Director,
Middle East and North Africa,
The Coca Cola Company

Jia Gay provides organizational strategy and development to MENA, especially as it accelerates its support in driving organizational capabilities and marketplace execution. Jia is a seasoned HR executive who brings over 20 years of Human Resources experience, having previously worked as Group HR Director for the North and West Africa Division of The Coca-Cola Company based in Casablanca, Morocco. Jia joined The Coca-Cola Company in 1993 and has held various positions of increasing responsibility in Coca-Cola North America, Coca-Cola Africa and the Middle East supporting various businesses and functions. Most recently, Jia was the Group Director, Human Resources, Coca-Cola North America where she was responsible for the Sparkling Category Business Unit, Strategic Marketing, and Research and Development function. Prior to joining the Company, Jia worked with Electronic Data Systems (EDS), The Lucas Group and Federated Department Stores. Jia has a B.S. degree in retail management from the University of Alabama and a Master's in business administration from Walden University.



Dr Leslie Thurogood,
Senior VP - Competence Assurance, Emiratization
Mubadala Development Company

Dr Thurogood gained extensive academic experience from Vocational Education and Training through to undergraduate programs in Higher and Further Education in the UK before moving to the UAE over 15 years ago. During this time he has been actively involved in the development of UAE nationals, whether through curriculum development, experiential training activities or contributing to their workplace experiences. Dr Thurogood has completed certification in psychometrics, coaching and Emergentics as a way of understanding how best to interact with the diverse cultures encountered

in the UAE workplace. Apart from his academic experience he has also worked in the Oil & Gas industry, software and hardware development and is currently employed in an organization with interests in Aerospace, healthcare and multiple industry sectors. He has maintained his interest in vocational education and training and is a UK certified workplace Assessor and Verifier and has contributed to the ongoing review of the UAE National Qualifications Framework.



Marius van Rensburg
Group HR Director
Royal Group

During his career of 27+ years in Human Resources, Marius has gained vast experience as generalist, remuneration specialist and consultant. He served as Chairman of major corporate pension and provident funds, was General Manager of a large commercial plant bakery and held positions as Head of Compensation and Rewards for Sentech, Pepsi and Royal Group. Consultant to major NC's and MNC's he designed and implemented business models on company repositioning strategies, organizational design/ restructuring as well as alignment of talent management strategies with business strategies. He has served as consultant and advisor to companies across a broad spectrum of industries including Construction, Telecoms, Mining, Banking, Insurance, Hospitality, Manufacturing and FMCG. Marius currently holds the position of Group HR Director for Royal Group with accountability for 80+ companies and is a Board member of the South African operations.



Pradeep Nambiar
Director - Leadership, Talent & Capability Partner, Middle East & Turkey and Africa Markets
Philips Electronics Middle East

Pradeep is an HR Professional who has lived and worked in Europe, US, India and Middle East in HR leadership roles with global responsibilities. Pradeep has exposure to Consumer Goods, Aviation, Telecom, Technology and Consulting Organisations. He started his career and in Naval Aviation as an Air Traffic Controller and drifted the Human Resource space out of his interest and passion for the domain. Pradeep's diverse experience helps him look at HR challenges in different and fresh way. In his HR career he has successfully delivered in roles focusing on HR Business Partnering, Talent Management, HR Consulting and Capability Development. Pradeep has conceived and implemented strategic talent building programs for emerging markets during his career with Philips. He has been the HR Business Partner in building a Technology Shared Service Centre in India from green field. Most recently he played a key role in Learning strategy development by bringing in thought leadership in integrating business process systems with Learning and capability building Architecture. His specializations include HR Strategy formulation and execution, designing and implementing organization wide processes in complex matrix organisation, Organization Design and Change Management, People process frameworks (P-CMM) and Six Sigma.



Majid Al Muzairi
Head of HR, Centres of Excellence,
BAE Systems Saudi Arabia

Mr Al Muzairi is the Director of HR Centers of Excellence at the BAE Systems Saudi Arabia. Mr. Al-Muzairi was appointed to direct all aspects of human resources management at BAE to ensure that it hires, retains and develops the leaders and workforce needed to achieve its critical mission. He oversees BAE UK/KSA human capital policy, strategic planning, learning and development, recruitment, performance management, workforce engagement, compensation, benefits, labor/employee relations. In 2004, he later served project managing several initiative in differing business units within BAE UK. This real-world experience gave Mr. Al-Muzairi a high degree of practical understanding of global standards as to focus on capabilities that are most valuable to the Saudi HR graduate afterwards. Among many other accomplishments and while in BAE, Mr. Al-Muzairi's passion for being the 'Employer of Choice' led him to establish SMSCM Company - one of the Off Set Programs - in terms of legal entity, structure and staffing here in KSA.



Talat Naseer
Vice President HR and Admin
Exeed Industries

Talat Naseer has over 28 years of experience in various industries from Telecom at Paktel to Oil and

Global Speakers and Industry Leaders

Gas at BP , Aviation at British Airways, Financial Institutions at ABN AMRO Bank , Private Equity at Abraaj Capital, Pharmaceutical at GlaxoSmithKline, Engineering and Construction at Drake and Scull to her present role of Vice President HR and Admin for Exeed Industries. In her various leadership roles she has been a member of various senior level boards and leadership teams. Her primary role included giving input to business planning, strategy and people retention and development and providing individual coaching and support to line management in particular to women wanting a balance between personal commitments and expectations and a strong professional career. Her core strengths include:

- Designing and restructuring performance management systems and competency tools catered specifically to business requirements.
- Marketing HR as a function and raising its profile and perception- Identifying talent and creating strategies and programmes to help retain them.
- Coaching female employees at all levels on work life balance, career goals and aspirations and exceeding company expectations.
- Career counseling and advise. She strongly believes that it is possible to have a professional career and manage a home & family and has worked hard with many mid management and senior women to help them accomplish this.

Talat has had various speaking assignments and presentations at HR Conferences. She has also been recognized by being awarded an HR Leadership Award at the Asia Pacific Global HR Excellence Awards 2008 held in Delhi. She also helped Abraaj be recognized on its people management strategies by winning for them the 'Best Talent Management Strategy 2009'. She has also set up a small forum for professional women called Professional Women's Forum that meets once a quarter to talk through and brainstorm the challenges women face whilst building their careers in this region and how to cope with those challenges. Talat has Bachelors in Human Resources and a Certificate in Management Studies from the Oxford Wolsey Hall College.



Hisham Al Muthanna
Regional Localization Leader -
Middle East, North Africa & Turkey
GE Global Growth & Operations

Hisham Al Muthanna is the Regional Localization Leader at GE Global Growth & Operations. His career spans across multiple functions within Human Resources working in different industries including Banking, Government, Oil & Gas and Healthcare. He is a UAE native citizen and lives in Dubai. In his role, Hisham's responsibility covers 18 countries within the Middle East, North Africa & Turkey region and leads the development of strategies to localize talent within the region for all the different GE businesses including Healthcare, Energy and Aviation. In addition, he also looks after the well renowned global leadership programs in GE that make the next leadership talent bench for the organization. Prior to GE, Hisham was part of the development of a strategic program under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum to identify solutions for reducing unemployment in the country. The program was dedicated to building synergies and partnerships with the private sector and introducing new market practices towards strengthening Emiratisation. Hisham was also a graduate of the INSEAD Elite Leadership program under Sheikh Mohammed bin Rashid Foundation.



Sara Khoja
Partner - Employment & Incentives
Clyde & Co

Sara qualified in England and Wales in 2002 and specialises in employment law. She joined Clyde and Co's Dubai office in 2008 where she provides employment advice for the Middle East region, in particular the Arabian Gulf Cooperation Council member states. She has worked with multinational clients in a variety of sectors but with a primary focus on the hospitality, the technology media and telecommunications, the professional services and the insurance sectors. Sara provides advice on all aspects of employment law, including recruitment, termination, terms and conditions of employment (benefits, bonuses, and remuneration), and the application of quotas and training requirements for the employment of nationals in various AGCC countries. Sara also has a particular focus on multi-jurisdictional projects (including covering restructures, sales of a business as a going concern and employee status issues) as well as issues arising out of employee mobilization/international assignments and

including the territorial reach of UK employment law. Sara regularly presents at seminars and workshops as part of Clyde and Co's regular client programme; and at external events organized by various business councils and HR consultancy firms. She has written for a number of publications, including the New Law Journal, Asian Counsel, Solicitors Journal, and Personnel Today. She is also regularly quoted in publications such as Gulf News, Gulf Business, and Emirates 24/7. She has contributed UAE chapters to the International Labour and Employment Compliance Handbook (published by Kluwer Law International and the IBA); Corporate Immigration (published by the Oxford University Press) and Compensating Mobile Executives (published by Taxmann).



Glenn Saldanha
Head of HR Operations and
Employee Relations
Dubai Airports

Glenn Saldanha is a Human Resources Professional specialising in internal consultancy and employee engagement. Glenn is a senior leader at Dubai Airports managing the strategic delivery of the HR Business Partner Team and Employee Relations. He has extensive experience in HR Operations, Reward & Recognition, Employee Relations, Compensation & Benefits, Employee Engagement, Change Management as well as HR Strategy development. On behalf of HR he has led and supported a number of globally recognised initiatives such as the operational set-up of a new airport, Dubai Airports renowned T3 and most recently, the world's first purpose built A380 Concourse building. Prior to joining Dubai Airports, Glenn worked for Dubai Duty Free (DDF) for 13 years in the capacity of a Learning & Development and Service Development subject matter expert; delivering, designing and evaluating training and customer service interventions aligned to DDF's strategy. Glenn is passionate about customer service and believes this is the key driver for business success. Glenn holds a postgraduate degree in Hospitality Management and a Bachelor's degree in Philosophy and Economics. He is also a certified International Airport Professional (AMPAP) based on his extensive experience in Aviation, and formal as well as professional qualifications.



Roberta Zelari
Manpower Planning & Recruitment
Manager - Consumer Business
Division
Agthia Group PJSC



Lee-Anna Nussbaumer
Director Talent Management,
Learning & Development
Emaar Properties PJSC

Lee-Anna, Director of Talent Management, Learning & Development at Emaar Properties, brings with her a wealth of experience in managing human resources in the both the Hospitality and Properties & Real Estate industries. Currently with Emaar Properties, Lee-Anna is responsible for implementing Succession Planning and Talent Management programs across the Group including Malls, Retail and Real Estate. At Emaar Hospitality Group as Corporate Director of HR, she was responsible for overseeing all HR functions to meet the requirements of the Group. She was also responsible for conceptualizing and implementing HR strategies that maximize productivity and strengthen employee competencies. Previously, she was Director of Human Resources with Aldar Properties PJSC, responsible for managing, implementing, and supervising human resource department policies and procedures. She set up and implemented a yearlong coaching programme for UAE Nationals going through an Emerging Leaders Programme. Earlier, she worked as Director of Human Resources & Training for a wide range of hotels operating globally including Mövenpick Hotels & Resorts, Kempinski, Hilton Hotels and Radisson. Lee-Anna has vast international experience specializing in the pre-opening of 5 star international hotels, including the Emirates Palace Hotel and the Yas Hotel, in Abu Dhabi as well as the Empire Hotel & Country Club in Brunei. She graduated in Tourism and Hospitality from the University of Calgary, and holds a Certificate in Human Resources Management. Lee-Anna has been an active member of various community involvement projects and is currently completing her Masters in Coaching & Behavioural Change from Henley Business School.



Kamraan Siddiqui
Head of Workforce Development
Knowledge and Human
Development Authority (KHDA),
Government of Dubai

Kamraan Siddiqui is Head of Workforce Development for Knowledge and Human Development Authority, Dubai Government, where he has been focusing for the past 5 years on strategies and best practice approaches to Emiratisation. Prior to that Kamraan worked as a government reform expert in UK and overseas. He has over 18 years' experience covering government strategy and public policy development in the areas of employment, training, community and institutional development. Kamraan has a B.Eng in Engineering from Imperial College, London and MA from York University UK.



Lucy Hay
Founder and Chief Excellence Officer
Expressions Arabia



Abdulwahab Mohamed Al Nazari
Head of Recruitment
Emirates National Oil Company
Limited (ENOC) LLC

Participating Companies:

The logos of participating companies are arranged vertically on the right side of the page. From top to bottom, they include: BAE SYSTEMS, GE (with tagline 'GE imagination at work'), ENOC (with tagline 'الطاقة لتطوّر'), KPMG, lenovo (with tagline 'FOR THOSE WHO DO.'), Schindler, TECOM INVESTMENTS (with tagline 'A member of DUBAI HOLDING'), ROYAL GROUP, CLYDE & CO (with tagline 'The Coca-Cola Bottling Company of Bahrain B.S.C.(c)'), Waha Capital (with tagline 'الواحة كابيتال'), Dubai Airports (with tagline 'Connecting the World'), exeed INDUSTRIES, and CLO-ME.

Day 1: 14th May 2013, Tuesday

Day 1: Nationalization and Recruitment Strategies to Build First Class HR Organizations

08:30 Registration and Morning Coffee

09:00 **Chairperson's Opening Remarks**
Kanchan Ghoshal, Director - People & Change, KPMG Bahrain & Qatar

Strategizing for Nationalization in Workforce Development

09:10 **Nationalisation: The Role of Public Private Partnerships**

- The importance of nationalization
- Why we should all play a part in supporting nationalisation
- The benefits for a company to employ Emiratis
- Example of successful PPP initiatives

Kamraan Siddiqui, Head of Workforce Development, Knowledge and Human Development Authority (KHDA), Government of Dubai with guest speaker Lucy Hay, Founder and Chief Excellence Officer, Expressions Arabia

09:50 **How to Address Talent Shortages in the Middle East Considering A Young Workforce**

- Talent shortages in various industries constitute a major challenge especially in the Middle East with more than half of the population being below 30
- Age gaps reflect one of the greatest challenges
- Solutions that have been used in O&G which may apply to other industries include:
 - o International assignments (with multinational companies) for local talent to help fast-track learning
 - o Using experienced talent in Advisory roles
 - o Providing scholarships to high school students in the field of shortage
 - o Creating unique retention programs and incentives to attract retain talent

Iman Al Qasim, Deputy Vice President – Human Resources and Administration, Dolphin Energy

10:20 **Recent Developments of Private Sector Workforce Nationalisation in the GCC**

- Reviewing legal obligations to employ nationals in the private sector
 - Recruitment procedures
 - Minimum wage
 - Quota applications and employer categorisations
 - The Saudi Nitiquat system
 - Reserved roles
 - General trends and training
- Sara Khoja, Partner - Employment & Incentives, Clyde & Co*

10:50 Morning Networking Refreshments

11:20 **Nationalization Policies and Your Workforce Development Activities into 2013 - Localization with a Global Perspective**

- Country snapshots of nationalization policies across the Middle East
- What does it mean for your organization going into 2013?
- Working with and supporting stakeholders / government initiatives towards meaningful implementation

Hisham Al Muthanna, Regional Localization Leader - Middle East, North Africa & Turkey, GE Global Growth & Operations

11:50 **Assessing Frameworks For Implementing A Nationalization Program Within Your Company's Workforce**

- Examining nationalization considerations in your workforce recruitment practices
- Hiring the right national for the right job - Importance of getting best fit
- Value added positions instead of fulfilling quotas with lower skilled positions
- Private sector employers challenges to attract the right talent
- The governments' role to encourage nationals to join the private sectors

Ergham Al Bachir, Head of Human Resources and Administration, Waha Capital

Recruitment and Compensation Considerations Towards Building First Class HR Organizations

12:20 **Maintaining Competitiveness for Nationalization Programs & Recruitment Exercises – the ENOC experience**

- Ensuring the nationalization program aligns with the business plan and goals
- Importance of value added hiring to both fulfil government & organizational requirements for continued competitiveness – i.e.

aligning competence requirements across the group

- Planning for and implementing an end-to-end plan for graduate recruitment i.e. future plan within overall corporate strategy, corporate goals, career paths, control, monitor and evaluate programs
 - Leveraging your current expat talent to support your plan - how can expat talents compete in terms of developing overall workforce?
 - Current ENOC programs: Ajyaa; Mawaheb; Tadreeb; Tatweer
- Abdulwahab Mohamed Al Nazari, Head of Recruitment, Emirates National Oil Company Limited (ENOC) LLC*

12:50 Networking Luncheon

14:00 **Leveraging Innovative Tools, Techniques and Campaigns to Revamp and Transform Graduate Recruitment Practices in the Middle East**

- Bridging the gap between graduate expectations and company workforce requirements in the Middle East
 - Shifting the paradigm in graduate mindsets for career, skill sets, and professional development
 - Strategizing candidate attraction and social recruiting strategies to attract highly skilled nationals to the Middle East private sector workforce
 - Availability of highly skilled talent in public sectors and meeting government mandates in workforce recruitment exercises into 2013
- Anita Mathur, Global Recruitment Branding & Channel Strategy Leader, IBM Middle East*

14:30 **Restructuring Your Compensation & Benefits Packages Amidst Changing Hiring Trends**

- Creating more realistic packages for both nationals and expat workforce
- Minimizing gaps in working hours, wages and culture between public & private sectors
- Identifying and matching right compensation benefit structures for today's workforce
- What types of compensation benefit structures being used
- What do employees (nationals, expats) find most valuable as age of inflated packages end
- What's working and what's proving challenging in changing compensation structures

Marius van Rensburg, Group HR Director, Royal Group

15:00 **Benchmarking & Implementing Professional Workforce Mobility Programs To Manage Workforce Gaps in Recruitment and Deployment**

- Professional Workforce Mobility Programs are linked to Workforce Planning and a Global Talent Management Strategy.
- Mobility Programs give present and future management flexibility to adjust to changing business needs.
- Mobility Programs should be flexible, understandable and valued programs.
- Mobility Programs must be cost effective and competitive

Jia Gay, Group Human Resources Director, Middle East and North Africa, The Coca Cola Company

15:30 Afternoon Networking Refreshments

16:00 **Maximizing Workforce Integration & Reducing Culture Clashes in the Diversified Workforce**

- Rising mixture of national & expat workforce
- Workforce integration so able to work effectively & contribute towards company's strategic goals

Roberta Zelari, Manpower Planning & Recruitment Manager - Consumer Business Division, Agthia Group PJSC

16:30 **Panel: Meeting and Managing On-The-Ground Realities For Implementation Of Nationalization Policies in Workforce Strategies**

- Finding a balance between nationals and expat talent
- How does nationalization affect competitiveness of companies
- Aligning with business needs and requirements to employ nationals in a meaningful way
- What continuing role will the expat workforce play amidst changing Middle East business reality

Moderator:

Kanchan Ghoshal, Director - People & Change, KPMG Bahrain & Qatar

Panellists:

Dr Leslie Thurogood, Senior VP - Competence Assurance - Emiratization, Mubadala Development Company

Majid Al Muzairi, Head of HR Centres of Excellence, BAE Systems Saudi Arabia

Hisham Al Muthanna, Regional Localization Leader - Middle East, North Africa & Turkey, GE Global Growth & Operations

17:15 **Chairperson's Summary Remarks and End of Day One**

Day 2: 15th May 2013, Wednesday

Day 2: Engaging in HR Best Practices and Leadership Development to Build First Class HR Organizations

08:30 Registration and Morning Coffee

08:50 **Chairperson's Opening Remarks**
Kanchan Ghoshal, Director - People & Change, KPMG Bahrain & Qatar

Boosting Leadership Skill Sets for Today's Globalized HR Organization

09:00 **Building & Nurturing the Right Skill Sets Within Employee Groups in Your Organization - the Schindler KSA Experience in the Young Saudi Program**

- Strategy of the Young Saudi Program
- Program objectives
- Program outline
- Modifications
- Results
- Lessons learned

Dr. Amal Sheera, HR Director- Middle East, Schindler

09:30 **Developing the Next Wave of Leaders in Your Organization - the Ooredoo Approach**

- Qatar Vision 2030 & Nationalization
- Women leadership challenges
- Ooredoo Approach
- B-Tips

Buthaina Hassan Al-Ansari, Senior Director Human Resources, Ooredoo

10:00 **Talent Management and Succession Planning: Global Experiences and Lessons from Other Matured Markets**

- Talent management – Practices of last decade(s)
- Changing global order-socio political dimensions and its impact on talent management practices
- Integrated approach to talent management
- Lessons for the region from best and outdated practices

Pradeep Nambiar, Director - Leadership, Talent & Capability Partner, Middle East & Turkey and Africa Markets, Philips Electronics Middle East

10:30 Morning Networking Refreshments

11:00 **Incorporating Succession Planning Frameworks As Integral Workforce Development Strategy**

- Leveraging internal assessment processes to drive Succession Planning
- Exploring the differences between performance, potential and readiness
- Looking at integrated/blended learning development programs that can reduce success plan derailment

Lee-Anna Nussbaumer, Director Talent Management, Learning & Development, Emaar Properties PJSC

11:30 **Boosting Change Management Skills Amongst Employees for Today's Dynamic Workplace**

- Managing for change and uncertainty as an essential skill to compete on global marketplace
- Driving an attitude of change throughout your company beyond the status quo
- Reducing resistance to change

Mona Mohammed Fekri, Chief Human Capital Officer, TECOM Investments

Leveraging HR Best Practices to Retain, Develop and Manage Talent for the First Class HR Organization

12:00 **Designing and Developing a Effective Talent Development Program In Line with Organizational Goals & Cost Pressures**

- Managing implementation challenges for talent development programs
- Reducing internal resistance and gaining buy in amongst existing workforce

Majid Al Muzairi, Head of HR Centres of Excellence, BAE Systems Saudi Arabia

12:30 Networking Luncheon

14:00 **Building a Robust Talent Review Process**

- Understanding the core of Talent Management
- How do you build a Talent Review process

- Best in class practises for effective talent review processes
- Managing the process end to end: aligning talent management to business strategy

Karl Gheewalla, Head HR, Lenovo Middle East & Africa

14:30 **Transferring HR Status to First Class at Your Organization - Zamil Industrial HR Case**

- Current and future status of HR at GCC organizations
- How to Build a 1st Class Strategy
- How to measure HR performance-HR Metrics
- New ideas to promote HR role

Wael Albassam, Corporate Director Marketing & HR, Zamil Industrial

15:00 **Identifying and Implementing Strategies to Keep Workforce Engaged**

- Leadership behavior
- Organisational values – 'practice what you preach'
- Strategic policies – critical to engaged workforce
- Communicate, communicate, communicate
- Branding and brand awareness
- Employee voice
- Appreciation - Reward and recognition
- Work life balance & ER
- EQ – critical to an engaged work force

Glenn Saldanha, Head - HR Operations and Employee Relations, Dubai Airports

15:30 Afternoon Networking Refreshments

16:00 **Coaching and Feedback: The Tool for Employee Engagement & Developing Skills**

- Understanding Engagement in the eyes of Organization
- Developing 'Engaging Managers'
- What do 'Engaging Managers' do differently
- Coaching & Feedback : A tool to drive 'Employee Skills & Team Development'

K. V. Rajan, Director – Learning & Development, Talent & Market Execution, The Coca-Cola Bottling Company of Bahrain and CCA, Qatar

16:30 **Movements Towards Building An Inclusive Organizational Culture**

- What is diversity and inclusion
- How creating an inclusive work environment adds value to productivity and engagement
- Positive Culture change programs – how to lead and champion these as HR
- Some ideas and practical examples of driving an inclusive work culture

Talat Naseer, Vice President - HR & Admin, Exeed Industries LLC

17:00 Chairperson Closing Remarks and End of Main Conference

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