

# Arab Brand Summit

## Masterbranding The Arab Essence

21 – 22 February, 2012, Amwaj Rotana, Dubai

### BENEFITS OF ATTENDING THIS EVENT

Over the past decade, the Gulf has become increasingly more significant to local and global brands. As Arab countries develop, there is an expressed need to develop and market their own brands to the rest of the world. Additionally, there is massive interest amongst Arab companies in how to enter and penetrate this global market, which spans many industries, including finance, food and beverage, cosmetics, healthcare, pharmaceuticals, logistics, tourism, fashion, and others. With competition heating up in Arab countries, brands have become an effective way for a company to distinguish itself from its competitors in terms of corporate image and product offerings. Understanding local culture and beliefs is imperative for success. Arab companies have to cater to culturally sensitive and complex markets of national residents and expatriates. The key question for those building Arab brands is how to think globally and act locally.

- ▶ Understand the process of creating and sustaining a brand
- ▶ Exploring the pros and cons of expanding onto the global platform
- ▶ Glean the latest views and forecasts of key industry speakers along the marketing path
- ▶ Seize an opportunity to network with leading industry experts in an appropriate forum
- ▶ Understanding the importance of branding and how it goes a long way in establishing a product or a service

### THE PRESTIGIOUS SPEAKER PANEL

**Abdulla Mahmood, RAK Ceramics**  
Head - MARCOM

**Ayman AlDeik, Jumeirah Group**  
Group Director Brand Loyalty Marketing

**Dr. Baker Ahmad Alserhan, United Arab Emirates University**  
Assistant Professor - Marketing, Author: The Principles of Islamic Marketing (2011)

**Daniel Taylor, du – Emirates Integrated Telecommunications Company**  
Director - Brand Management

**Iyad Kamal, Aramex**  
Chief Operating Officer

**Joe Moufarrej, TAG Brands**  
Managing Partner

**Mohi M.K. Khan, Al Ghurair Investment LLC**  
Group Brand Manager

**Ovais Naqvi, Abraaj Capital**  
Senior Vice President

**Rehab Ateeq, Etisalat**  
Group Brand Director

**Rihab Mrizek, Al Jazeera Media Network**  
Head of Regional Marketing

**Tony Lorenz, Endpoint**  
Strategy & Development Director

**Vikram Krishna, Emirates NBD**  
Head of Group Marketing

**Usman Khan, brandsciens.com**  
CEO and Founder

**Vera Hassan, Patchi**  
Head of Marketing

Event Info: + 971 4609 1570, fax: + 971 4609 1589  
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### THE EXPERT ADVISORY PANEL

**Abdulla Mahmood, RAK Ceramics**  
Head – MARCOM

**Ayman AlDeik, Jumeirah Group**  
Group Director Brand Loyalty Marketing

**Daniel Taylor, du – Emirated Integrated Telecommunications Company**  
Director - Brand Management

**Prof. Glyn Atwal, ESC Rennes School of Business**  
Professor - Luxury Brand Management

**Kelly Kaur, Qatar Airways**  
Employee Brand Communications

**Madhu Misra, National Food Products Company**  
Senior Brand Manager

**Moadh Bukhash, Mubadala Development Company**  
Assistant Brand Manager

### WHO WILL YOU MEET?

- V.P.
- Directors
- Heads and Managers of Marketing
- Brand Managers and Asstt. Managers
- Head of Corporate Communications
- PR heads
- Directors and Associate Directors of Corporate Branding
- Creative Directors
- Design Directors - Creative Branding
- Director of Corporate Identity
- Head of Brand Development
- Strategic Advisors.

Silver Sponsor:



Strategic Partner:

تاغ براندز  
TAGbrands

Media Partners:



Day 1, 21<sup>st</sup> February 2012

**8:30 Registration and Coffee**

**8:50 Welcome note from Fleming Gulf**

**8:55 Opening remarks from the Chair**  
**Ovais Naqvi, Abraaj Capital**  
Senior Vice President

**9:00** ▶ **KEYNOTE PRESENTATION** **The Future Rests in the 'Arab'**

- Arab Economy – Thriving and booming in the face of Global Recession
- Marketing the Eastern Brands
- Facilitating sustainability and growth within the Middle East
- Examining the incentives for global expansion.

**9:40 Etisalat – A Brand Journey**

- Brand Metamorphosis
- Local to Global
- Brand Position
- The Power of Acquisition

**Rehab Ateeq, Etisalat**  
Group Brand Director

**10:20 Morning coffee and networking**

**11:00** ▶ **PANEL DISCUSSION** **Branding and Building Trust – Social and Ethical Issues**

- Perceived honesty and values of brands and companies

**Moderator:**

**Usman Khan, brandsciens.com**  
CEO and Founder

**Panellists:**

**Rihab Mrizek, Al Jazeera Media Network**  
Head of Regional Marketing

**Vera Hassan, Patchi**  
Head of Marketing

**Vikram Krishna, Emirates NBD**  
Head of Group Marketing

**11:40 Branding Arab Banks: Breaking Clichés with Cultural Research**

- Branding as a cultural project
- The Arab Cliché (main issues and examples)
- Comparison between bank branding in MENA and Global
- Overcoming the Arab cliché

**Joe Moufarrej, TAG Brands**  
Managing Partner

**12:20 A LOGO in Not a BRAND**

- Logo Vs. Brand
- The Brand Gap
- Innovation is the key
- A Living Brand is a Pattern of Behavior

**Vera Hassan, Patchi**  
Head of Marketing

**13:00 Prayer Break & Luncheon**

**14:00 Opening Remarks from the Event chair**

**14:05 Brand, Experience & Loyalty**

- The strategic importance of brand
- Brand centricity in businesses
- Brand driven customer experience
- Building loyalty among customers

**Daniel Taylor, du – Emirates Integrated Telecommunications Company**  
Director - Brand Management

**14:40** ▶ **PANEL DISCUSSION** **The Experience is The Brand is The Business – Selling an Experience or a Product?**

**Moderator:**

**Iyad Kamal, COO Aramex**

**Panellists:**

**Mohi M.K. Khan, Al Ghurair Investment LLC**  
Group Brand Manager

**Daniel Taylor, du – Emirates Integrated Telecommunications Company**  
Director - Brand Management

**Joe Moufarrej, TAG Brands**  
Managing Partner

**15:20 Afternoon coffee and networking**

**16:00 Rebranding: The difference between creating sustainable value and having a facelift**

- Operational and customer fundamentals underpin any brand image
  - Internal alignment is the start of a brand transformation
  - A sustainable value proposition and great design go hand in hand.

**Ovais Naqvi, Abraaj Capital**  
Senior Vice President

**16:40 Networking Cocktail Reception**



Day 2, 22<sup>nd</sup> February 2012

**8:30 Registration and Coffee**

**8:50 Welcome note from Fleming Gulf**

**8:55 Opening Remarks From The Chair**  
**Rihab Mrizek, Al Jazeera Media Network**  
Head of Regional Marketing

**9:00 Islamic Branding: The Greener pastures**

- Islamic Branding: The green colour of Islam
- Brands, Islam and the new Muslim Consumer.
- Islamic brands versus Islamic products
- The Halal market and Halal innovation

**Dr. Baker Ahmad Alserhan, United Arab Emirates University**

Assistant Professor - Marketing, Author: The Principles of Islamic Marketing (2011)

**9:40 Driving Common Sense back into branding**

- Fundamentals do not change.
- Learn from nature.
- Remembering the core purpose.
- Treating your brand as a person.

**Mohi M.K. Khan, Al Ghurair Investment LLC**  
Group Brand Manager

**10:20 Morning coffee and networking**

**11:00 Challenges and Role of Trade Marketing in Current Economic Situation**

- Challenges of Trade Marketing Today
- Trade Marketing Classification System For Distributors/ Agents
- Integration of E-Solutions with Trade Marketing

**Abdulla Mahmood, RAK Ceramics**  
Head Marcom

**11:40 Marketing 3.0 for Arab Brands**

1. Catching up with the latest Marketing practices and theories in the Arab World
2. Marketing 3.0 theories and practices for Brand management
3. Building the Arab Brand 3.0

**Rihab Mrizek, Al Jazeera Media Network**  
Head of Regional Marketing

**12:20 CASE STUDY: Successful brand implementation: The magic and logic**

- Failure of promises from a corporate identity
- Execution of a corporate identity

- Corporate identity moving into reality

**Tony Lorenz, Endpoint**  
Strategy & Development Director

**13:00 Prayer Break & Luncheon**

**14:00 Opening Remarks from the Event chair**

**14:05 Luxury Branding: The Dazzle factor**

- The affluent consumer
- Luxury online
- The Arab consumer, Needs, Desires, Extravagance

**Usman Khan, brandsciens.com**  
CEO and Founder

**14:45 Brand Emotional Experience**

- What is a BRAND
- The definition of Brand emotional engagement
- How to develop a Brand emotional experiences
- How to deliver the brand emotional experience
- How to audit the brand emotional experience

**Ayman AlDeik, Jumeirah Group**  
Group Director Brand Loyalty Marketing

**15:20 Afternoon coffee and networking**

**16:00** ▶ **PANEL DISCUSSION** **Lost in Translation: Challenges to going global**

- Branding & Logo creation from a Global perspective
- Arabic Influences on Advertising Think Local Act Global

**Panelists:**

**Ovais Naqvi, Abraaj Capital**  
Senior Vice President

**Tony Lorenz, Endpoint**  
Strategy & Development Director

**Ayman AlDeik, Jumeirah Group**  
Group Director Brand Loyalty Marketing

**16:40 Closing remarks from the Event chair**



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## MEET OUR RENOWNED SPEAKERS

### **Ovais Naqvi, Abraaj Capital** Senior Vice President

He serves as Senior Vice President at Abraaj Capital, specifically involved in the ASSET stakeholder engagement platform of the group and on portfolio company value creation through brand. Since 2011, he has worked on programs ranging from sustainability (ESG) programming to digital/physical model evolution, rebranding, strategic philanthropy and internal cultural alignment. From 2008, he has served at CMO level within the Abraaj partner company portfolio, specifically at the \$1 billion Karachi Electric Supply Company (KESC). He also established and ran the entrepreneurship platform Wamda.com, was closely involved in the regional Celebration of Entrepreneurship (CoE) in 2010 and has had a twenty-year career in various aspects of marketing, media, content creation, digital and ESG. He sits on the Boards of Wamda, Media Quest and Sport360. He was educated at the London School of Economics (LSE) and has completed executive education at The Wharton School and IMD.

### **Mohi M.K. Khan, Al Ghurair Investment LLC** Group Brand Director

Mohi heads the branding initiative for Al Ghurair (Al Ghurair Investment LLC) and has been in the region for over 6 years. With prior professional exposure at GE, Hill & Knowlton, Swiss Industrial Group, Ogilvy Public Relations Worldwide and ABN AMRO and an MBA from Rotterdam School Of Management at Erasmus University, The Netherlands, Mohi has lived, worked and studied in London, Boston, Toronto, Riyadh, Rotterdam, Cologne and Dubai.

### **Daniel Taylor, du – Emirates Integrated Telecommunications Company** Director - Brand Management

With over 13 years experience in the brand and communications industry working on both client and agency sides of the business (and sometimes in-between). Coming from a mixed background of sound engineer, sous chef, agency growth and project development at a city sized level, bringing me to now, and brand, in telecommunications. I'm also a husband, a classic car lover, a new father, a traveller and a musician. But not necessarily any of these things in this order.

### **Vera Hassan, Patchi** Head of Marketing

She is the head of Marketing at Patchi International, a meticulous and highly accomplished professional with over 10 years of hands on experience in Brand Communication Development, Marketing and Corporate Communications, PR& Events management. At Patchi, she has been leading the marketing department for 5 years; successfully accomplished the development of Brand's current image and identity as well as the introduction of the brand into different countries across the globe such as Azerbaijan, London amongst others. Prior to my current position, she handled the positions of Corporate Manager at Integra SAL proceeded by Business Development Manager at Promo Seven. February 2009, she was elected as a Member of the Jury for the Mena Crystal Awards. She is passionate by nature, does everything from the heart and mind and needs to believe in things before doing them. Outside of professional interests, she writes, loves exploring new places and spending time with family.

### **Abdulla Mahmood, RAK Ceramics** Head - MARCOM

Abdulla Mahmood heads the Marketing and Communications (MARCOM) division of RAK Ceramics on a global scale. Abdulla has been specializing in strategic marketing, brand management and corporate communications for MNCs and major conglomerates within the UAE for last 12 years. He started his career in Dubai in 1999 with Fosroc Construction Chemicals (then part of BP Group), one of the world's leading manufacturer of chemicals, where he held managerial roles in the marketing department. Some of Abdulla's notable career achievements include introducing a new E-Marketing Communication tool in Fosroc as well as leading Tameer Holding to become one of the Top 5 UAE property developer brands through strategic marketing campaigns and also increasing sales by 50 per cent in two years through tie-ups in key overseas markets. Abdulla, who holds an MBA in marketing, likes writing and traveling to exotic and remotely uninhibited locations. Abdulla is also an Advisory Board Member in CMO Council representing MENA region.

### **Joe Moufarrej, TAG Brands** Managing Partner

Joe Moufarrej joined Tagbrands as Managing Partner in 2009 following a diverse 15 year career in branding and advertising that spanned KSA, Lebanon and Dubai while working at Saatchi & Saatchi and The Brand Union. Joe's experience has included brand development and advertising campaigns for SAMBA, Mashreqbank, different P&G project and creating new brands such as Al Hilal Bank. After completing his studies in Lebanon, Joe moved to Riyadh to manage and oversee the management of a vast portfolio of brand in the region. He was responsible for the launch of many products from financial institutions to F&B product in the Middle East and North Africa. As Managing Partner for Tagbrands, Joe has overseen the growth of the company across the MENA region and has managed a prestigious client portfolio that includes brands such as Abu Dhabi Islamic Bank (ADIB) and Watania Takaful (Abu Dhabi) amongst others.

### **Tony Lorenz, Endpoint** Strategy & Development Director

After 20 plus years in the world of branding and design he is as excited now, as he has ever been, at the prospect of working with clients to help them realise their brand ambitions. A skilled brand strategist, business development and client director he has been privileged to work with some of the world's top organisations and many ambitious SME's all united in their conviction that creative thinking is the catalyst to generating business success. He brings a unique combination of having worked on the 2D and 3D development of brands encompassing corporate identity, NPD, packaging, retail environments and wayfinding – from the brand strategy through to implementation.

### **Dr. Baker Alserhan, United Arab Emirates University** Assistant Professor - Marketing, Author: The Principles of Islamic

He is the founder of the discipline of Islamic Marketing and the author of the first book in the discipline: The Principles of Islamic Marketing. He is also the Chairman of the International Islamic Marketing association (IIMA) and the Chair of the Global Islamic Marketing Conference (GIMC). He founded two international journals to support Islamic Marketing and he is an active researcher and consultant in Islamic Marketing and Branding.

### **Iyad Kamal, Aramex** Chief Operating Officer

He is the Chief Operating Officer (COO) of Aramex, one of the leading logistics and transportation companies in the Middle East and South Asia, and the first company from the Arab world to go public on the NASDAQ stock exchange. The company now trades on the Dubai Financial Market. Mr. Kamal obtained his first degree, a Bachelor of Science in Business Administration, from the University of Jordan in 1989. In 1991 he received his Masters of Arts Degree in Economics from Bowling Green State University, Bowling Green, Ohio. Since he joined Aramex in 1991 as OEC Coordinator, Mr. Kamal has worked in several capacities including Vice President - Logistics and Ground Services, General Manager Logistics, and Express Product and Quality Manager; reaching the position of Chief Logistics Officer in 2007 and his current position of COO in 2010. Mr. Kamal is an active member of the company's Global Management Team and offers an extensive knowledge of the logistics and transportation industry. Mr. Kamal is also a member in the Council of Supply Chain Management Professionals, USA and the president of Al Riyadi Club, a prominent basketball organization in Jordan.

### **Ayman Al Deik, Jumeirah Group** Group Director Brand Loyalty Marketing

He is a highly motivated, enthusiastic and proactive individual with a demonstrable record of over 15 years in professional, commercial and managerial experience in banking and telecommunication organisations. His roles have included Marketing & Corporate Communication Director, with extensive experience in developing marketing strategies for business goals and objectives, Creating innovative marketing tools and steering the execution of marketing programs. As Group Branding & Marketing Director his key responsibilities include developing Jumeirah's Brand positioning and targeting by defining addressable market segments, defining optimal buyer profiles, and developing enduring messaging and positioning platforms that build on this knowledge, driving customer activation and retention, working with sales to identify, initiate

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and grow key client opportunities, and build overall market momentum, via direct client interaction, participation in industry events, and thought leadership, designing and implementing demand creation programs such as webcasts, email campaigns, event management, and Web content development that create demand and help nurture sales opportunities.

### **Rehab Ateeq, Etisalat** Group Brand Director

Rehab Omar Ateeq has worked within Etisalat for 10 years and in this time has supervised the development of the company's brand strategy, values and identity. 3 years ago, she was appointed to the Etisalat Group where she has gained responsibility for delivering the company's branding strategy across 17 markets, and activating its presence at many international conferences, events and also sponsorships. Rehab has been instrumental in the launch of the Etisalat brand in Sri Lanka, Egypt, Afghanistan and Nigeria. Through this process she has developed an effective formula that has helped the Group to extend its brand assets to new markets, growing the company's reputation for marketing excellence in Asia, Africa and the Middle East. Rehab graduated from the UAE's Higher Colleges of Technology in 2001 with a Bachelors in Communications Technology and Distinctions, and has later achieved an Executive MBA in Strategic Management also from the HCT.

### **Rihab Mrizek, Al Jazeera Media Network** Head of Regional Marketing

This French national is Head of Brand and Regional Marketing for Al Jazeera Media Network since 2007. She is an expert in Strategic Marketing and Communications, Brand Research, Brand Building, Brand Development and Brand Management. She holds a Master Degree in Marketing and Brand Strategy from Sorbonne, France. She has advised some major Global Brands viz. NIKE, IKEA, ORANGE, KENZO, NIVEA, France 24 on their Brand Marketing and Communications strategy. She has conducted extensive research in the field of Global TV News Broadcast and Media industry, and she has keen interest in the development and management of Regional and Global TV News Media and Social Media projects and ventures.

### **Vikram Krishna, Emirates NBD** Head – Group Marketing

As Head - Group Marketing, Emirates NBD, Vikram Krishna has been responsible for the successful re-launch of the Emirates NBD Brand through a 360° integrated marketing approach, to win several accolades for the bank. These include Asia's Best Brand at the 2011 CMO Asia Awards for Excellence in Branding and Marketing and The Stevies® 2011 for Marketing Department of the Year. In addition, Communicate Magazine included Krishna in its Top 50 Power List for 2011, to position him as one of the 50 most powerful people in the regional media, marketing and advertising industry. Before joining Emirates NBD, Krishna has held the posts of Senior VP- Marketing-Retail Assets in HSBC, India, and VP & Head of Mortgages for North India in CitiFinancial. Krishna has a bachelor's degree in Mathematical Studies (Delhi University) and an MBA in marketing from Bharatidasan University, Tiruchirappalli, India.

### **Usman Khan, brandsciens.com** CEO and Founder

Usman is a young entrepreneur, founder and Chief Executive Officer (CEO) at brandsciens.com, a digital marketing & brand consultancy and the author of Middle East's branding blogazine, arabiabrands.com. He has previously held positions at multiple brand consultancies where he has delivered diverse branding programs for PepsiCo, du, Sharjah Holdings, American University of Sharjah, byco, Dubai Cultures and Arts Authority, to name a few. Brought up and educated in the Middle East and graduated from School of Business and Management at the American University of Sharjah, Usman brings forth deep cultural understanding and business knowledge. Also a food lover, travel enthusiast, technology junkie, Dubai lover and a newlywed. Lovemarks : Dubai, Emirates, Virgin, BlackBerry, Google

## MEET OUR TRUSTED SPONSORS

### Silver Sponsor: **Endpoint**

A corporate identity often fails to realise its promise. It lived in the imagination but not in reality. That's because no matter how convincing the strategy, seductive the concept or impressive the final artwork and identity guidelines, the execution is the only bit anyone sees. Fall down on brand implementation and the whole pack of cards collapses. It's on vans and aircraft, in car parks and reception areas, in the workplace and in-store, on uniforms and buses that an identity becomes real and thrives. The bits that people see and touch. The Endpoint. Endpoint has the vision, creative sensitivity and technical expertise to make real what our clients imagine. By focussing on the bits that people see and use, we bridge the gap between imagination and reality. Since 1999 our diverse and passionate team of specialist consultants, project managers and design engineers bring a level of expertise that continues to see us partner with some of the world's greatest brands.



### Strategic Partner: **Tagbrands**

Tagbrands is an award-winning branding and design agency, with offices in Beirut and Dubai. Our multi-disciplinary team creates compelling and innovative brand strategies, robust corporate identities, inspiring package design, pioneering product development and customer centric branded retail environments. We align business strategies to enhance brand development and deliver communications that ensure strong brand value and ROI. Transforming your identity is just the beginning, our goal is to enhance the way your customers feel about your brand. Tagbrands is proud to have amongst its regional client base: Bank Audi, Doha Bank, Abu Dhabi Islamic Bank (ADIB), Gandour, Bonjus, Patchi, L'Oreal and Taanayel.

