

# THE ADVISORY COUNCIL **C-19**

## AGENDA

### LAUNCHING THE UAE PRIVATE SECTOR RECOVERY TASK FORCE

10.30AM ON 3 JUNE 2020

A VIRTUAL CONFERENCE POWERED BY COLLABORATION



وزارة الاقتصاد  
MINISTRY OF ECONOMY

EMIR

EMERGING MARKETS INTELLIGENCE & RESEARCH

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## EMIR

Emerging Markets Intelligence & Research (EMIR) is a well-connected, UAE-based advisory firm that serves senior business leaders of multinational companies, local family trading conglomerates, SMEs and government officials. Driven by a belief in the value of local, high-profile connections and a deep understanding of regional markets, EMIR delivers actionable intelligence, content and high calibre contacts to thousands of decision-makers through its flagship EMIR Boardroom and the rapidly growing EMIR Commercial networks as well as its Virtual Briefings.

## INFLUENCING THE INFLUENTIAL

To better understand EMIR's unique intelligence networks, please click on the videos:



THE MIDDLE EAST'S MOST  
INFLUENTIAL INTELLIGENCE  
NETWORK

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NAMES IN MIDDLE EAST BUSINESS



DEVELOP A  
#SUCCESSFULPERSPECTIVES  
MINDSET

WEDNESDAY, JUNE 3RD 2020  
VIRTUAL ACCESS

## PROGRAMME

### 10.30 VIRTUAL NETWORKING: ENTER VIRTUAL ROOM\*

In the age of social distancing, networking is more important than ever. Covid-19 has created disturbing levels of uncertainty but what better way to stress-test your market assumptions than connecting with like-minded peers via EMIR Virtual Networking Platform on the EMIR App. Reach out, schedule and join industry peers to better understand market conditions while strengthening business connections, hearing fresh ideas and potentially creating new business opportunities.

**\*Important:** “Free access delegates” do not have access to the interactive functions, including virtual networking, delegate list, business card exchange, intel reports, data, on-demand links, etc.

### 11.00 INTRODUCTION: HOUSEKEEPING | EMIR APP | LIVE POLLING

**Trevor McFarlane | CEO | EMIR**

All delegates at EMIR’s Advisory Council<sup>C-19</sup> conference will need to download the EMIR App in order to access all necessary information, including agenda, voting data and results, virtual networking, thought leadership content and the delegate list. To download the EMIR App:

- [iOS](#)
- [Android](#)

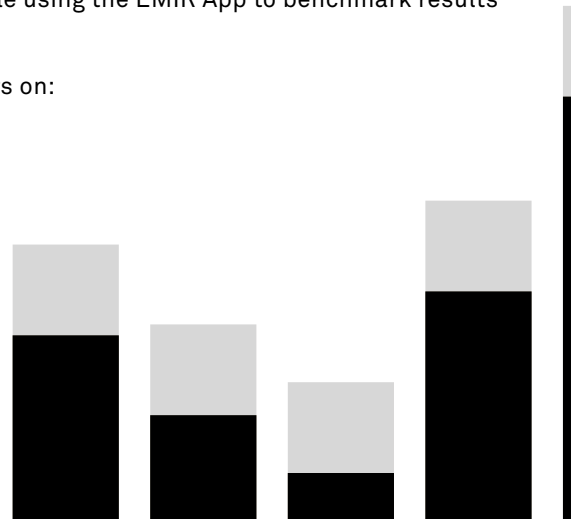
### 11.05 UAE BUSINESS OUTLOOK: REBUILD FOR THE REBOOT

**Trevor McFarlane | CEO | EMIR**

Thousands of executives in recent months have subscribed to EMIR’s Virtual Briefing service, hosted by Trevor McFarlane, for the latest insights on doing business in the Middle East during the time of covid-19. As a result, EMIR has collected valuable data offering key insights into how sectors are performing, how companies are responding in terms of policy and how employees are adapting to the new reality. Trevor McFarlane, EMIR’s CEO, will set the scene for companies while using the EMIR App to benchmark results and strategy.

This executive round-up will offer insights to business leaders on:

- Global, regional implications for UAE business
- UAE business scenario planning
- Assumptions for H2-2020 strategic planning
- Sector breakdown insights: B2B/G & B2C outlook
- Corporate policy responses
- Rebuilding for the recovery



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11.20

### GOVERNMENT VIEWPOINT: COVID-19 POLICY RESPONSES

**HE Abdulla Al Saleh | Undersecretary | UAE Ministry of Economy**

The UAE government has proved admirably nimble and effective in its dealing with the intractable covid-19 global health crisis. But the world is nevertheless heading for a dangerous global recession and the region as well as the UAE will not go unscathed. As a result, an understanding of government policy is critical for businesses trying to craft strategic plans. It is for this reason that we have invited the UAE Ministry of Economy to brief us on the country's policy responses and economic plans, both current and future. This session represents a unique opportunity to hear from—and engage with—the officials shaping the policy aimed at helping your business.

This government viewpoint will offer business leaders insights on:

- The government's view on current conditions
- Existing government covid-19 policy responses
- Guidance on policies supporting the private sector
- Long-term diversification strategy
- The role of the digital economy
- Future policy and reforms in the pipeline

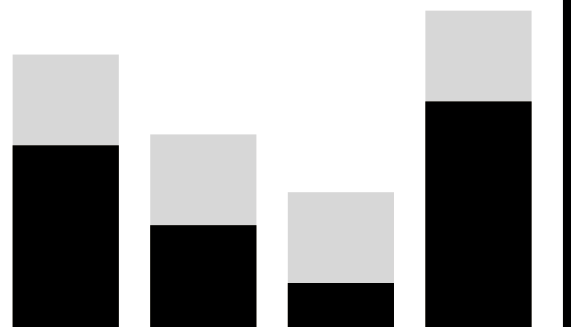
11.35

### IN CONVERSATION: VIRTUAL 1-2-1

**HE Abdulla Al Saleh | Undersecretary | UAE Ministry of Economy**

EMIR'S CEO Trevor McFarlane will join His Excellency Abdulla Al Saleh, Under Secretary of the Foreign Trade and Industry, at the UAE Ministry of Economy in conversation about how the government is helping the private sector during these taxing times. Through the EMIR App, members of the virtual audience will be invited to submit questions in real time for the live discussion.

That's not all, during the discussion, participants will also be invited to partake in an anonymous, interactive strategy-survey to build a picture of their "bottom-line" reality in the UAE. The results will be viewed in real-time and will act as discussion topics for the 1-2-1 conversation. After the conference, delegates\* will receive a copy of these data results disaggregated by sector, which can be used to benchmark market performance against peers, identify emerging risks and, most importantly, help manage interactions with HQ or the family board.



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## PROGRAMME

**12.05**

**VIRTUAL VIP NETWORKING\*: BREAK | SNACK | E-MAIL CATCH UP**

Delegates\* can use this time to catch up with existing connections or build new ones through EMIR's Virtual Networking function on the EMIR App.

**12.30**

**PERSPECTIVES: PANEL DISCUSSION**

The afternoon portion of the agenda will see the launch of the preliminary UAE Private Sector Recovery Task Force. This will involve two, simultaneous virtual breakout sessions in the form of collaborative task force discussions focussed on recovery in the UAE. This format represents an opportunity to deep dive into key sectors, guided by a group of high calibre, seasoned C-level executives, and helped by an interactive, two-way conversation with the virtual audience using the EMIR App and EMIR's Strategy Polls.

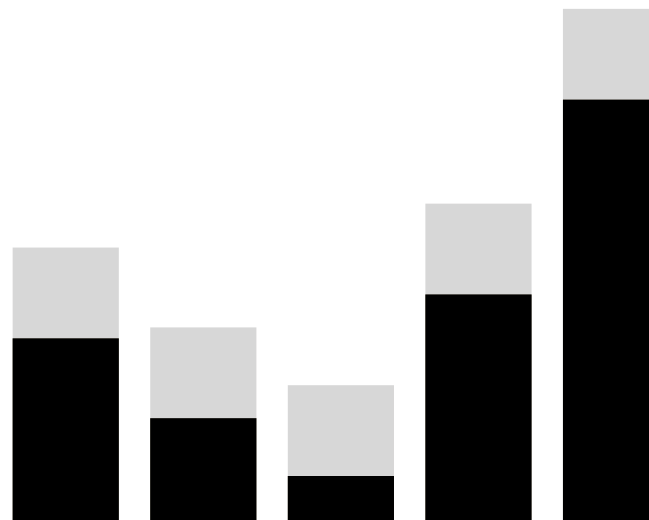
Each participant will help paint a picture of the current state of their sector and/or business, the immediate, short-term and long-term challenges as well as the solutions they would like to see.

### **Panel Discussion: Bringing Buyers Back From the Brink**

Nadim Samara, CEO, OMG (MENA)  
Simon Casson, President, Four Seasons (EMEA)  
Ozlem Fidanci, CEO, Philips (MET)  
Ross Vietch, Global CEO, Wego  
Ramez Shehadi, MD, Facebook (MENA)

### **Panel Discussion: Bringing Businesses Back from the Brink**

Rola Abu Manneh, CEO, Standard Chartered (UAE)  
Norm Gilsdorf, President – High Growth Markets, Honeywell  
Neil Petch, Chairman, Virtuzone  
Chris Roberts, CEO, Eltizam  
Jan Felton, CEO, Albatha Group



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### Background on EMIR's Recovery Task Force

EMIR has leveraged its unrivalled network of business leaders with the aim of instigating wide-ranging coordination on covid-19 business challenges in the UAE. Off the back of these efforts, EMIR is:

- Establishing a virtual Covid-19 Private Sector Recovery Task Force for key sectors of the economy
- Each task force will be composed of 5-10 senior industry leaders
- Each sector task force will be chaired by an esteemed private sector leader, with the title of "Commissioner"

### Objectives of EMIR's Recovery Task Forces

The desired outcome is for each task force to create a dialogue within and across sectors while providing insights and policy recommendations for the government. More specifically, each individual task force has two main objectives:

1. To identify and address common challenges as well as craft potential solutions facing their industry.
2. To contribute thought leadership and fresh perspective to the members of EMIR's virtual audience on how best to overcome the imminent economic challenges. The following taskforces will meet simultaneously at each bi-monthly virtual conference.

At future Advisory Council conferences, multiple, simultaneous task force sessions will take place, not only offering executives the opportunity to get out of the silo of their own organisation, but they will also offer must-know insights in terms of:

- The current situational analysis of key sectors
- Key risks and opportunities in the short, medium and long-term
- Potential solutions to existing and future business problems
- Best practices to cope with the business challenges of covid-19
- Stress-testing market assumptions

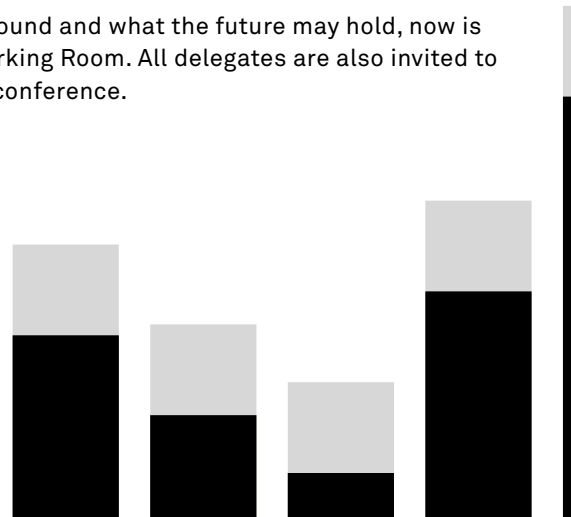
**14.00**

**VIRTUAL VIP NETWORKING\* | CONNECT | COLLABORATE**

Equipped with a better understanding of the reality on the ground and what the future may hold, now is the time to network\* with your peers in EMIR's Virtual Networking Room. All delegates are also invited to suggest ideas regarding the next EMIR's Advisory Council<sup>C-19</sup> conference.

\*All access, including virtual networking, market intelligence, content and post conference survey data is restricted to All Access & VIP delegates.

**All commentary at The Advisory Council is off the record. No media is permitted. Recording or photography is not permitted. Survey results and comments from conference speakers should not be published without the express written permission of EMIR | The Advisory Council<sup>C-19</sup>**  
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