

8TH

# EMIRATISATION CONGRESS

as part of IQPC's

**GCC** NATIONALISATION SERIES

Register by  
23 February 2012  
and receive up to  
**US \$260 off!**

**Implementing a next-generation Nationalisation framework to drive performance and increase retention of Emiratis in your workforce**

Pre-conference Workshop: **6 May, 2012**

International Conference: **7 - 8 May, 2012**

Post-conference Workshop: **9 May, 2012**

**Dubai, UAE**

**Keynote speeches from organisations including:**



## Key benefits of attending

- Hear from regional Emiratisation leaders on how to implement a successful Nationalisation framework that meets legal requirements
- Discover innovative recruitment methods to attract skilled and experienced Emirati assets
- Learn how to collaborate with universities to devise educational programs that prepare Emirati graduates with practical working skills
- Defining and implementing a successful succession plan
- Assess methods of motivating graduates to excel and progress into future leaders
- Benchmark against best practice graduate schemes to ensure your graduate employees gain the skills needed to excel in your business
- Network with industry leaders in Nationalisation and peers facing the same Emiratisation challenges

## Speakers

- **Khaled El Miniawil**, Head of Talent Management, Emirates NBD
- **Dr. Salwa Mohamed Al Nuami**, Vice President of HR, Etihad Airways
- **Zuhair Al-Haj**, Group Head of Administration and Emiratisation, Al-Futtaim
- **Iqbal Noor**, Emiratisation Manager, Du Emirates integrated Telecommunications Company
- **Essa Al Mulla**, Executive Director, Emirates National Development Programme
- **Jalal Alkhaled**, Chief Human Resources Officer, Abu Dhabi National Insurance Company
- **Akif Tashkandi**, Head of Talent Management, Nestlé
- **Lee-Anna Nussbaumer**, Corporate Director of Human Resources, Emaar
- **Yahya Al Marzooqi**, Senior Advisor to the CEO, Brouge - Abu Dhabi Polymers Co. Ltd.
- **Talal Atturkhan**, Group Director for Emiratisation Programme, Ramada Hotels
- **Zack Abdi**, Managing Director, Arm International Group
- **Osama Al Hussaini**, Recruiting & Training Manager, Schlumberger
- **Abdulsalam Rahma Bastaki**, Vice President, Dubai Silicon Oasis Authority
- **Dr Kanak Madrecha**, Dubai Human Development Award Jury & Organizational Excellence Advisor, Strategic Planning & Performance Management Sector, Municipality of Abu Dhabi City
- **Hessa Al Sakker**, Emiratisation Manager, Shangri La Hotel

**For more information or to register please visit  
[www.emiratisationuae.com](http://www.emiratisationuae.com) email [enquiry@iqpc.ae](mailto:enquiry@iqpc.ae) or call +971 4 364 2975**

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International Quality & Productivity Centre

# 8TH EMIRATISATION CONGRESS

as part of IQPC's  
**GCC** NATIONALISATION SERIES

Dear HR Professional,

With a vast number of non-national workers in the UAE, unemployment rates among Emiratis are estimated to be above 14% and still increasing. Whilst most companies have started to implement and develop nationalisation strategies, there is still some way to go in bridging the gap to attract, develop and retain Emiratis in private sector positions. With strong potential in the UAE talent pool, are you armed with a long-term nationalisation strategy to attract and secure top Emiratis in your company?

The 8th Emiratisation Congress will provide a comprehensive analysis of existing initiatives and schemes that are succeeding in the marketplace – attracting, training, integrating and retaining your National staff. Learn best practice strategies from award-winning nationalisation leaders at this congress.

#### Programme highlights include:

- Insights into the current national Emiratisation landscape by Mr. Essa Al Mulla, Executive Director, Emirates National Development Programme
- Mr. Zuhair Al Haj, Group Head of Administration and Emiratisation Al-Futtaim sharing in depth the strategies that won Al-Futtaim the Emiratisation pioneer award
- Recruiting high calibre graduates and equipping them with skills for work – an overview given by Dr. Salwa Mohamed Al Nuami, Vice President of HR, Etihad Airways
- Du Emiratisation Manager, Iqbal Noor, explaining “how to equip the Y generation with the skills to excel” at work in one of our four interactive workshops
- Generating leadership from local talent, explained by Khaled El Miniawil, Head of Talent Management, Emirates NBD

Emiratisation is not a new concept, but it continues to pose problems for HR heads across all sectors. This congress will showcase proven processes that have yielded tangible results. Learn from industry experts and discuss the solutions needed to move your nationalisation programme forward.

Book your place today to make sure you don't miss out on the best learning and networking opportunity in the region!

I look forward to meeting you in May,

Best regards,

**Nicola Joseph**  
Conference Director, IQPC

**P.S. Don't forget to register for your choice of workshops for an in depth analysis of the issues directly affecting your business.**

## Essential Interactive Workshops: Sunday 6 May 2012

### Stream 1: Workshop A

09:00 - 15:00

**Generating future leaders with the qualities needed to take your business forward**

Learn how to create future Emirati leaders with a mind-set to manage in a new economy. Prepare them with the skills to engage, motivate and communicate with a cross-culture, multinational and multilingual team. Analyse effective methods of nurturing individuality to generate fresh leadership approaches.

#### Workshop leader:

**Jalal Alkhaled**, Chief Human Resources Officer, **ADNIC**

OR

### Stream 2: Workshop B

09:00 - 15:00

**The importance of gender balance and the core strategies needed to attract and integrate Emirati women into your workplace**

This workshop will explain the importance of gender balance, and give a thorough analysis on past and current trends of Emirati working women. The focus will be on leveraging future opportunities to employ, integrate and develop Local women in your business. Understand the challenges, and learn practical solutions for creating a gender balanced workplace.

#### Workshop leader:

**Akif Tashkandi**, Head of Talent Management, **Nestlé**



**IQPC** provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading “must attend” events for their respective industries.

IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: **Bengaluru, Berlin, Dubai, London, New York, Singapore, Johannesburg, Sydney, and Toronto.** IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. [www.iqpc.ae](http://www.iqpc.ae)

**For more information or to register Tel: +971 4 364 2975**

## Planning a bespoke framework for your Nationalisation strategy

08:30 Registration, refreshments and networking

08:50 Chairman's welcome and opening remarks

### 09:00 **Cross industry interactive discussion: Analysing the current Emiratisation landscape and future directions**

- Assessing current Emirati unemployment statistics to gain a better understanding of the current situation
- Understanding how changes in Labour Laws will impact the future of Emiratisation
- Comparing Emiratisation strategies across different sectors

**Akif Tashakandi**, Head of Talent Management, **Nestlé**  
**Jalal Alkhaled**, Chief Human Resources Officer, **ADNIC**  
**Mike Newham**, Lecturer in HR, **University of Wollongong**

### 09:40 **Leveraging IT to plan an effective Emiratisation strategy that fits your company's requirements: the Employee Performance Management System**

- Outlining proven procedures for implementing a successful selection process
- Developing continuous competencies to establish Emiratisation goals
- Maintaining quality succession planning to increase your retention your rates

**Zack Abdi**, Managing Director, **Arm International Group**

10:20 Networking and refreshment break

### 10:50 **Ensuring that your company is compliant with labour law regulations**

- Understanding developments of existing labour laws and how to adapt your HR strategy to comply
- Setting Key Performance Indicators (KPI) to measure and monitor your compliance
- Devising a protocol to effectively evaluate performance to ensure targets are achieved

**Essa Al Mulla**, Executive Director, **Emirates National Development Programme**

11:00 Networking and refreshment break

## Recruitment strategies for attracting skilled nationals

### 11:30 **Competing with public sector perks to attract Emiratis to your business**

- Creating an attractive job package to ensure your vacancy is chosen over your competitors'
- Assessing non-financial incentives to attract nationals
- Changing the mindset and perception of the private sector

**Osama Al-Hussaini**, Emiratisation Manager, **Schlumberger**

12:10 Networking lunch and prayer time

### 13:10 **Scouting for graduates: how to snap up fresh graduate Emiratis**

- Communicating company values, job roles and expectations to national graduates to ensure effective hiring
- Collaborating with universities to gain the highest quality Emirati graduates
- Fine tuning your recruitment process to successfully identify national graduates who will excel in your business

**Dr. Salwa Mohamed Al Nuami**, Vice President of HR, **Etihad Airways**

### 13:50 **Understanding changing trends of Emirati women in the work place and analysing methods of establishing gender balance**



- Analysing past and current trends of working Emirati women to help secure their future prominence in the workplace
- Discussing the importance of gender balance in your company and recognising core factors that could impede realising this balance
- Examining practical approaches for recruiting skilled women to fill Emirati roles

**Osama Al-Hussaini**, Emiratisation Manager, **Schlumberger**  
**Dr. Salwa Al Nuami**, Vice President of HR, **Etihad Airways**  
**Khaled El Miniawil**, Head of Talent Management, **Emirates NBD**

14:30 **Speed networking**



15:00 Networking break and prayer time

## Training and developing National talent in your workforce

### 15:30 **Devising an effective succession plan to help Emiratis progress in your business**

- Determining which roles a succession plan should be devised within your company, and how to identify Nationals who will excel in these positions
- Maintaining a full pipeline and explaining key successes in implementing succession plans for seamless transition
- Ensuring a framework is in place to support staff members throughout role transitions of Emiratis

**Lee-Anna Nussbaumer**, Corporate Director of Human Resources, **Emaar Hospitality Group**

### 16:10 **Generating leadership talent from your National workforce**

- Implementing a practical framework for identifying and developing high calibre employees
- Understanding how and where to use scientifically proven assessment tools to develop leadership talent
- Outlining approaches for effectively and economically developing future Emirati leaders

**Khaled El Miniawil**, Head of Talent Management, **Emirates NBD**

16:50 Chairman's closing remarks

17:00 End of day one



## Training and developing National talent in your workforce continued

**08:30** Registration, refreshments and networking

**08:50** Chairman's welcome and opening remarks

### **09:00 Using an Excellence Model to make a quantum jump in performance of local staff**

- Introducing the Excellence Model and how it can be used to integrate your Emiratisation and HR strategy
- Understanding the role of leadership in developing Emirati employees
- Revealing how to continually improve your Emiratisation results

**Dr Kanak Madrecha**, Dubai Human Development Award Jury & Organisational Excellence Advisor, Strategic Planning & Performance Management Sector, **Municipality of Abu Dhabi City**

### **09:40 Investing in your future workforce: developing the 'Y generation'**



- Discussing key success factors in executing apprenticeships to equip school leavers with skills for work
- Implementing successful graduate schemes by identifying core skills to be developed, evaluating methods for Emirati graduate development and achieving thorough training in different job aspects
- Educating parents to challenge traditional perceptions on the private sector and specific work sectors

**Yahya Al Marzooqi**, Senior Advisor to the CEO, **Borouge**  
**Abdulsalam Rahma Bastaki**, Vice President IT Department, **Dubai Silicon Oasis Authority**  
**Talal Atturkhan**, Group Director of Emiratisation Program, **Ramada Hotels Dubai**

Keynote panel

**10:20** Networking break

## Integrating a culturally diverse workforce

### **10:50 Creating a harmonious work environment in a diverse workplace**

- Driving performance of Emirati staff by encouraging accountability to create a positive working environment
- Challenging the mindset of local employees to create a cohesive work environment between national and non-national employees
- Encouraging your expat workforce to understand local employees and assist in their development
- Integrating your senior management into your Emiratisation strategy to create a unified work culture and ethic

**Talal Atturkhan**, Group Director of Emiratisation Program, **Ramada Hotels Dubai**

### **11:30 Training managers to maximise potential of Emirati staff**

- Considering the impact your management has on driving performance of national staff
- Educating line managers on the importance of Emiratisation to encourage development of your local workforce
- Increasing cultural awareness amongst management and avoiding preconceptions of Emirati attitudes, to improve working relationships

**Zuhair Al-Haj**, Group Head of Administration and Emiratisation, **Al-Futtaim**

### **13:10 Driving national talent through a progressive career path**

- Designing a career development strategy to drive performance and increase retention
- Outlining the tools and actions necessary to implement fast-tracking schemes
- Implementing internal training programmes to ensure continuous staff development

**Abdulsalam Rahma Bastaki**, Vice President, Information Technology, **Dubai Silicon Oasis Authority**

### **12:10 Networking lunch and prayer time**

## Developing winning Emirati retention strategies

### **13:50 Performance related incentives to keep nationals motivated in the workplace**

- Understanding the impact of job satisfaction and motivation on productivity and retention
- Deploying non-financial incentives to boost morale and create a positive competitive work environment
- Understanding motivations of your employees and aligning them with company objectives

**Yahya Al Marzooqi**, Senior Advisor to the CEO, **Borouge - Abu Dhabi Polymers Co.**

### **14:30 Speed networking**



This executive exchange session will provide delegates with the opportunity to network with fellow leaders and solution providers in the banking technology sector. Make sure you bring your business cards so you do not miss out on making important contacts in one of the world's fastest growing sectors.

### **15:00 Networking break and prayer time**

### **15:30 Promoting a recognition culture to increase job satisfaction**

- Highlighting the effect of recognition on performance and retention
- Devising effective recognition policies to enhance motivation
- Offering additional incentives to high achievers to drive team productivity

**Hessa Al Sakker**, Emiratisation Manager, **Shangri-La hotel**

### **16:10 Interactive roundtable discussions on:**



**Table 1:** Hospitality & tourism: Improving industry perceptions and working to improve customer service  
**Table 2:** Oil and gas and energy: Attracting high calibre recruits and developing a solid training programme  
**Table 3:** Creating a positive diverse working environment, and encouraging internal development of national employees

**16:50** Chairman's closing remarks

**17:00** Congress ends

# Essential Interactive Workshops: Wednesday 9 May 2012

## Stream 1: Workshop C

09:00 - 15:00

**Creating customised initiatives to equip Emirati graduates and school leavers with the practical skills needed to excel in your company**

A comprehensive look at how to build practical skills of local graduates and school leavers to prepare them for work within your organisation. Core themes covered include implementing successful graduate schemes and apprenticeships, how to generate high value programmes, and collaborating with universities and education bodies to incorporate practical skills into curriculums. Focusing on the 'Y generation' ensures the future success of your company, and will give your business the competitive edge needed to attract qualified graduates.

**Workshop leader:**

**Iqbal Noor**, Human Resources Advisor, **Du Emirates Integrated Telecommunications Company**

OR

## Stream 2: Workshop D

09:00 - 15:00

**An effective framework for implementing your Emiratisation strategy**

This session will provide you with an in depth understanding of efficient ways to create a customised, sustainable Emiratisation strategy. Evaluate methods for creating job openings to efficiently and seamlessly integrate Nationals into your workforce. Learn strategies for setting targets and measuring performance to ensure your objectives are reached quickly and efficiently.

**Workshop leader:**

**Zack Abdi**, Managing Director, **Arm International Group**



Sign up for the full 4 days package to maximise your learning experience



### Sponsorship & exhibition opportunities

**Do you provide assessment management tools, offer training or information services to HR professionals?**

Our delegates are HR experts looking for solutions to their HR challenges, and come from all industry sectors across the UAE.

- Are you confident that you have the best solution in the market?
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We have a range of business development/marketing and sales solutions that are tailored to specifically deliver on your business objectives. For more details, call +971 4 360 2801 or email [sponsorship@iqpc.ae](mailto:sponsorship@iqpc.ae)

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Team discounts available on request. Call +971 4 364 2975 for more information.

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**VENUE & ACCOMMODATION:**

Hotel and travel costs are not included in the registration fee. For assistance in your travel and accommodation requirements, please refer to details below:

**Room Reservation**

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

**Flight reservation:**

Contact Bindu Babu at SNTTA Travel & Tours LLC Dubai.  
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Please book at the earliest for your convenience






**REGISTRATION**

**Event Code:**

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.

Please photocopy for multiple bookings.

**5 WAYS TO REGISTER**

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**PRIORITY BOOKING FORM**

- Discounts cannot be combined.
- Discounts are not valid if payment is received after closing date.
- Payment prior to conference is mandatory for attendance.

**Register by 23 February 2012 and receive up to US \$260 off!**

**CONFERENCE PRICES**

Conference package for banks and government attendees	Earlybird price		Standard price	
	Payment before 23 February 2012	Save up to	Payment after 23 February 2012 by credit card	Payment after 23 February 2012 by bank transfer
<input type="checkbox"/> 4 day pass Conference + 2 workshop days Please select workshop <input type="checkbox"/> A or <input type="checkbox"/> B and <input type="checkbox"/> C or <input type="checkbox"/> D	US \$3,949	US \$550	US \$4,399	US \$4,499
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**DELEGATE DETAILS**

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First Name: ..... Surname: .....  
 Email: ..... Telephone: .....  
 Job Title: ..... Department: .....  
 Organisation: ..... Nature of business: .....  
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I agree to IQPC's payment terms  
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**PAYMENT TERMS**

Payment is due upon receipt of invoice. Bookings received within 10 working days of the conference require a credit card number to confirm your place. Payment prior to the event is mandatory for attendance. All bookings gaining the early bird discount must be paid before the early bird date, otherwise the full rate will be applied and charged. In these instances, payment of the full amount will be required before entry to the event.

**CONFERENCE DOCUMENTATION**

If you cannot make the dates you can still access all of the presentations delivered throughout the conference days for just US \$450, post event. Contact us on +971 4 364 2975 for further details.

**PAYMENT:**

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.

**DISCOUNTS:**

- All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any other discounts offered by IQPC (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.

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- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
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