

# HR EMIRATISATION SUMMIT 2014

Register before  
30 Nov 2013 and  
**SAVE up to \$1,885**

2 – 5 February 2014 • ADNEC, Abu Dhabi, UAE

**Developing National Talent • Changing Mindsets • Inspiring Emirati Leaders**

## EMIRATISATION LEADERS DRIVING THE DEVELOPMENT OF NATIONAL TALENT:



**Hamad Eghdani**  
Director of Government  
Relations & Emiratisation  
Emaar Hospitality Group



**Kamal Al Yammahi**, Director  
Organizational Development  
Ministry of International  
Cooperation & Development



**Mona Mohamed Fekri**  
Chief Human Capital Officer  
TECOM



**Sangeeth Ibrahim**  
AVP - Learning & Development,  
Learning & Development,  
Human Resources  
Sharjah Islamic Bank



**Abdulmuttalib Al Hashimi**  
Managing Director  
Next Level



**Aisha M. Al Shareef**  
Director Talent & Organisational  
Development, Group Human Capital  
Dubai Holding



**Mouawiya Alawad**  
Director, Institute of Social and  
Economic Research, Institute of  
Social and Economic Research  
Zayed University



**Abdulhussain Tejanki**  
HR Director  
GPL



**Hala El Sokari**  
Advisor to the CEO  
Khalifa Fund



**Essa Al Mulla**  
Executive Director  
Emirates National  
Development Program

and many more...

## THE ONLY EMIRATISATION EVENT YOU NEED TO ATTEND IN 2014 – HERE'S WHY:

### EXPERTS!

- Over 25 speakers demonstrate best in class Emiratisation schemes – sharing with YOU the challenges, critical lessons learnt and most effective strategies

### SOLUTIONS!

- YOUR top nationalisation challenges broken down in an environment dedicated to live problem solving with the most respected leaders in Emiratisation

### REAL LIFE!

- Exclusive access to over 100 Emirati university students from across the UAE – engage in direct dialogue with your future workforce and better understand their expectations and priorities

### PEOPLE!

- More networking and interactive formats including live voting sessions, industry-led roundtables and structured speed-networking to enable exchange of insights and solutions brain storming

## PLUS! TWO PRACTICAL POST-SUMMIT WORKSHOPS

Creating And Adapting Training Programmes For The Local Workforce  
Inspiring Generation Y and building your organisation's brand

Featuring

THE 2<sup>nd</sup>

**EMIRATI YOUTH FORUM**

2 February 2014  
ADNEC, Abu Dhabi, UAE

#EmiratiYouth



An exclusive opportunity for you to engage with and understand the ambitions and expectations the next generation of Emirati talent. Over 100 Emirati students gather to hear from inspirational role models, generate real data and stimulate debate on what Emiratisation means to the UAE's youth, and what the most effective approaches will be.

More details inside

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Emirati Youth Forum Sponsor

From The Organisers Of

Organised By



THE 2<sup>nd</sup>



2 February 2014  
ADNEC, Abu Dhabi, UAE

#EmiratiYouth

Meet the best of the next generation of leaders from the UAE's top universities and academies. At the Emirati Youth Forum you'll hear from the most motivated and engaged student about to enter the workforce. Attend, and you'll get critical insight into what motivates them, what they want to achieve as they start their careers, and what you organisation can do to ensure its attractive to the top talent entering the workforce.

## Engage With Tomorrow's Workforce... Today

Can you afford to miss the opportunity to get first-hand access to what your future workforce has to say about their own aspirations and expectations from the workplace? Engage in an open, two way dialogue with the Nation's future talent to better understand how the Emirati Youth perceives working for the private sector and its industries.

### THE EMIRATI YOUTH FORUM HIGHLIGHTS

- **Over 100 Emirati students** from the UAE's top universities across the 7 Emirates in one room
- **Live-voting sessions** to generate decision-making statistics for Emiratisation Summit delegates to use in their Emiratisation strategies
- **Open to delegates** from the public and private sectors to participate in discussions and share their perspectives with the students to truly align expectations
- A structured moderated discussion to produce the **Emirati Youth List of Expectations and Recommendations** to their future employers – exclusive to Summit delegates
- **Inspirational keynotes from Emirati role models** sharing their stories and advice with the talent of the future – great names to be announced!
- **Interactive and informal networking settings** to facilitate dialogue between the Emirati students and their future employers!

### JOIN THE CONVERSATION



@IIRMiddleEast  
#EmiratiYouth



www.facebook.com/IIRMiddleEast



www.youtube.com/IIRMiddleEast

### TO EMIRATI STUDENTS, FRESH GRADUATES AND UNIVERSITY CAREER ADVISORS:

- Are you an Emirati fresh graduate or a college student and wish to be heard by your future employers?
- Would you like the opportunity to address the countries best employers from the public and private sectors?
- Would you like to hear what inspirational Emirati role models have to say about working in the private sector and their advice to you?

Get in touch with **Edward Haines** on [Edward.haines@iirme.com](mailto:Edward.haines@iirme.com) or **+971 (04) 4072502** for your complimentary pass to the Emirati Youth Forum. Limited places available.

#### In Association With:



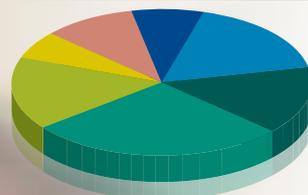
**CAEW** is a world leading professional membership organisation that promotes, develops and supports over 140,000 chartered accountants worldwide. We provide qualifications and professional development, share our knowledge, insight and technical expertise, and protect the quality and integrity of the accountancy and finance profession.

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Because of us, people can do business with confidence.

## WHO YOU'LL MEET AT THE EMIRATISATION SUMMIT

The Emiratisation Summit is where the top heads of nationalisation programmes and key HR professionals from the public and private sectors come to share expertise, exchange insights and engage in an open discussion about Emiratisation strategies and cross-sector best practice. Join them alongside the leading policy-makers, educational institutions and Emiratisation initiatives to put in place the initiatives that will deliver the UAE's vision for its future workforce.



- Education 8%
- Government & Public Sector 17%
- Trade and Manufacturing 15%
- Energy / Oil and Gas 28%
- Hospitality and Travel 16%
- Telecom 6%
- Banking and Financial 10%

### A SAMPLE OF ORGANISATIONS THAT ATTENDED EMIRATISATION SUMMIT

Abu Dhabi Airports Company • Abu Dhabi Investment Authority • Abu Dhabi Police • ADMA OPCO • Ajman Bank • National Bank of Abu Dhabi • Schlumberger • United Arab Emirates University • Masdar Institute • Knowledge & Human Development Authority • Majed Al Futtaim Group • Julphar Gulf Pharmaceutical • General Motors • Etihad Airways • Ernst & Young • Dubai Women's College • Dubai School of Government • Dubai Petroleum • Dubai Aluminium • DP World • Department of Economic Development • Abu Dhabi Authority for Culture & Heritage

11.00 **Tawdheef Opening**  
*Opportunity to visit the career fair*

11.30 **Registration opens**

12.00 Lunch

13.00 **Opening remarks by Chair**

13.15 **Emirati Youth Panel: What Young Emiratis Want You To Know**  
 A panel session with some of the brightest upcoming Emirati talent.

You'll get essential, first-hand insight into their expectations from the job market, and understand their priorities and aspirations as they start their careers, and what challenges and concerns you can help them overcome.

**Sulaf Ssleh Al Zubi, CEO, INJAZ**

13.45 **Panel discussion: Where Is Emiratisation Really Today?**



- Evidence over anecdote: getting hard statistics on Emiratisation and workforce and identifying the trends that matter
- Getting to the talent first – how can the private sector reach the best young Emiratis?
- How can employee and employer requirements be aligned?
- What are the current approaches to attracting and retaining Emiratis – what is working today?
- Phasing nationalisation programmes
- Recognizing the quality of Emiratis in the private sector – promoting a more competitive environment and a better learning experience

**Sangeeth Ibrahim, AVP, Learning & Development, Human Resources, Sharjah Islamic Bank**

**Mona Mohamed Fekri, Chief Human Capital Officer, TECOM**

**Ahmad Mohamed Al Kaitoob, Director of Human Resources, Head of National Development, Jumeirah Group LLC**

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

14.15 **Building A Strong Employer Brand – Become An Employer Of Choice For Nationals**

- Ensuring that your organisation stands out in an increasingly competitive employers' market
- Understanding the principles of employer branding to attract top talent
- Identifying what your target market values and how best to communicate with them to ensure effective branding of your organisation
- Utilising linkedin – capitalising the impact of social media

**Ali Matar, Head of Talent Solutions, LinkedIn**

15.00 Coffee Break

15.15 **HR Governance And Innovation For Emiratisation**

- Establishing the EVP – Emirati Value Proposition – for your organisation
- How can private and government sectors work together to align strategies for Emiratisation?
- How can effective HR practices stimulate and support Emiratisation

**Hamad Eghdani, Director of Government Relations & Emiratisation, Emaar Hospitality Group**

16.00 **Creating Jobs For Uae Nationals – Easing The Transition Between The Public And The Private Sectors**

- Increasing awareness of exciting private sector opportunities among UAE nationals
- Building the Emiratisation rate in the job market – expanding partnerships and encouraging more companies to focus on attracting Emiratis
- Fostering a natural flow of talent between industries and sectors
- PPI – public private internships – win-win-win, for Emiratis, the government, and the private sector
- Case studies: how have individual organisations approached Emiratisation and what has worked for them and their industry?

**Abdulmuttalib Al Hashimi, Managing Director, Next Level**

16.30 **Stimulating Emirati Involvement In The Maritime Sector In The UAE**

- Assessing the strength of the maritime industry in the UAE and its role in strategic economic and security interests
- Developing maritime programs in the higher education system in the UAE – enabling Emiratis to enter an industry which relies on expats
- Commencing seafaring programs to increase the number of qualified Emiratis in leadership positions in the industry
- Draft outlines of the programs, along with the rationale behind these, and feedback

**Dr. Martin Renilson, Dean, Maritime, Higher Colleges of Technology, Abu Dhabi Men's College**

17.00 Close of conference Day 1



**SUPER EARLY BIRD  
 REGISTER BEFORE  
 30 NOVEMBER 2013  
 SAVE!**

**\$1,885**

In Conjunction With:

**TAWDHEEF**  
 معرض توظيف أبو ظبي

TAWDHEEF, the leading recruitment event for UAE Nationals is back for 2014. The perfect platform for public and private companies interested in meeting qualified Emirati professionals of all levels – an opportunity not to be missed

**HR POLICY UPDATES AND TRENDS FOR EMIRATISATION**

**09.15 The Importance of National Identity in Enhancing National Competitiveness in the Context of Emiratisation**

- What is National Identity?
- How does it impact National competitiveness
- National Identity within nationals
- 

**10.00 Emirati Youth Unemployment: Perceptions And Expectations**

- Assessing the evolution of the UAE labour market
- Profiling unemployed Emiratis – who are they?
- Current Youth participation trends
- Analysing Youth unemployment
- Understanding perceptions and expectations

Mouawiya Alawad, Director, Institute of Social and Economic Research, Zayed University

**10.45 Refreshment Break**

**HR DEVELOPMENT AND CAREER PROGRESSION OF UAE NATIONALS**

**11.15 Panel discussion: Customizing Career Ladders For Emiratis**



- Highlighting the benefits on joining the private sector at the appropriate level with appropriate career ladder and development structure in place
- Competing on the basis of career progression, responsibilities, learning, education
- Implementing shorter working hours, higher pay and a working environment more in tune with cultural background – is it realistic to expect the private sector to accommodate
- Emirati career paths – how should nationals be developed
- Balancing expectations with experience
- Exposing nationals to stretching assignments

Fahad Khalaf, Nationalization Manager, National Bank of Ras Al-Khaimah  
Abdullahsain Tejanki, HR Director, GPL

**11.45 Retention and Engagement of UAE Nationals – What makes them tick and stick**

- Ticking – Best practices in Engaging UAE Nationals
- The three C Strategy – Culture, Compensation Competency
- Sticking – Best practices in retaining UAE Nationals
- Selective Retention
- The Push Pull Interview

Sangeeth Ibrahim, AVP, Learning & Development, Learning & Development, Human Resources, Sharjah Islamic Bank

**12.15 Panel discussion: The Millennial Generation, Their Needs And Our Challenges To Retaining Them**



- Understanding the attitudes Emiratis to private sector careers as they enter the workforce
- Getting an exciting picture of career options in the private sector into the wild
- What can public and private entities do to build appetite for employment in the private sector among young Emiratis?
- Avoiding stereotypes – Identifying career goals before deciding to join the public sector or the private sector

Mohanna Al Muhairi, Chief Operating Officer, Emirates Foundation  
Mona Mohamed Fekri, Chief Human Capital Officer, TECOM

Ahmad Mohamed Al Kaitoob, Director of Human Resources, Head of National Development, Jumeirah Group LLC

Hamda Al Shamali, Senior Manager – Emiratisation and Local Talent, UAE Human Resources, HSBC BANK MIDDLE EAST

Emma Walker, Group Advisor – Emiratisation Talent Management & Head of Graduate Intilq Programme, Al Futtaim

**12.45 Lunch**

**HR WORKING WITH MINDSETS OF EMPLOYERS AND UAE NATIONALS**

**14.00 Understanding Perceptions, Misconceptions And Individual Ambitions – Are Emiratisation Programmes Aligned With Reality**

- Understanding mind-sets
- What do Emiratis entering the workforce want to see in private employers?
- What is the mind-set of employers?
- Working with the community: how can organisations work with families, schools, universities, religious instantiations and NGOs to engage in an environment that fosters National talent?
- Does the employer mindset need to change too? – discussing ghost Emiratisation and Nationalisation for numbers

Zack Abdi, Managing Director, Provectus Middle East

**14.30 Compensation: Designing Attraction And Retention Schemes**

- Retention: why do Nationals leave, where do they go and what would keep them in position?
- Rewards, recognition and performance management as part of the Emiratisation equation

**15.00 Refreshments**

**15.30 Panel Discussion: Driving Emiratisation among women**



- Addressing the Gender Gap
- Capitalising on the fact that the UAE has the highest number of female graduates in the world per ratio to male
- Encouraging Women to join private sector internships
- Promoting flexibility – structuring career plans for women
- Attracting Emirati women to your company

Hala El Sokari, Advisor to the CEO, Khalifa Fund

Aisha M. Al Shareef, Director Talent & Organisational Development, Group Human Capital, Dubai Holding

Hamda Al Shamali, Senior Manager – Emiratisation and Local Talent, UAE Human Resources, HSBC BANK MIDDLE EAST

**16.00 Round tables: Looking To The Future**

- What should the next 5 years of nationalisation hold?
- Inspiring Emirati entrepreneurship – creating a get up and go future
- Local private sector firms vs. Multinational companies
- Combating youth unemployment among Emiratis

**16.30 Close of Conference Day 2**

POST SUMMIT WORKSHOPS

**A Creating And Adapting Training Programmes For The Local Workforce | 09.00 – 12.00**

**Workshop Details:**

When designing training programmes for nationals in your organisation, it is important to consider cultural context, language and sensitivities to avoid miscommunication and ensure that the programmes are suited for nationals.

**This workshop will provide you with the tools to:**

- Develop effective training programmes
- Ensure a unique and individual approach for each national employee
- Understand what does and does not work – lessons from the field

**B Inspiring Generation Y and building your organisation's brand | 13.00 – 16.00**

**Workshop Details:**

Understand what motivates generation Y and put in place structures to attract and develop them. Talented Emiratis are highly sought after. In an increasingly crowded employers' market, how can you ensure that your organisation appeals to Emiratis joining the workforce?

**This workshop will help you attract the best young talent to your organisation with practical tools to:**

- Improve employer branding
- Communicate with your target market by understanding what they value and how best to interact with them
- Demonstrate your organisation's commitment to Emiratis in the workplace
- Help Emiratis visualise long-term career prospects with your organisation

## Promote Your Support For Emiratisation And Reinforce Your Employer Brand



### Why Choose Emiratisation Summit:

- 1. Government Credibility** – Sponsoring the Emiratisation Summit will show extended support and commitment for Emiratisation and will strengthen your relationship with key government departments.
- 2. Boost Emiratisation Performance And Support** – The Emiratisation Summit will help you to attract new local talent and also to retain and manage your Emirati workforce by assuring them of your continued support and excellence in developing and managing their career development paths.
- 3. Build Employee And Customer Loyalty** – Face to face contact at conferences shows continued support for the National workforce and helps you develop employee and client loyalty as well as cementing your position as a leader in supporting the initiative.
- 4. Position Your Organisation As Leader in Emiratisation** – Showcasing your company at this leading event alongside Tawdheef establishes your company, in the eyes of your prospective or existing clients, as a market leading brand in Emiratisation and creates a strong image of your company's capabilities and CSR.
- 5. Build Relationships With The Media** – The Emiratisation Summit is run with the support of national press and industry journalists. Opportunities for editorial coverage, interviews and developing better relations can be crucial to your company's success and image.
- 6. Broker New Business Partnerships** – The Emiratisation Summit also presents you with an ideal opportunity to attract qualified HR executives and maintain contact to develop future business with carefully selected and quality based companies in the UAE.

We have a limited number of sponsorship and exhibition opportunities still available.

Contact **Ben Jones** for details on tailored sponsorship and exhibition packages to meet your needs on **+971 4 407 2432** or **sponsorship@iirme.com**

### Silver Sponsor



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 259 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions. Headquartered in Silicon Valley, LinkedIn also has offices across the globe.



**Dr Halah El Sokari,**  
Advisor to CEO,  
Khalifa Fund

**Insightful forum**  
on the **key topic**



**Mohamed Al Sabri,**  
Head of **Nationalisation,**  
Dubai

**Amazing summit**  
addressing Emiratisation  
**challenges and solutions**

# HR EMIRATISATION SUMMIT 2014

2 - 5 February 2014 • ADNEC, Abu Dhabi, UAE

Please <input checked="" type="checkbox"/> the desired sessions		Sunday 2 February 2014	Monday 3 February 2014	Tuesday 4 February 2014	Wednesday 5 January 2014
<input type="checkbox"/>	Youth Forum	√			
<input type="checkbox"/>	2 Day Summit		√	√	
<input type="checkbox"/>	Workshop A				√ (AM)
<input type="checkbox"/>	Workshop B				√ (PM)

THE EMIRATISATION SUMMIT	Book before 30 November 2013	Book before 20 December 2013	Final Price
Summit + Youth Forum +2 Workshops A and B (Best Value)	US\$ 4,095 <b>SAVE US\$ 1,885</b>	US\$ 4,295 <b>SAVE US\$ 1,685</b>	US\$ 4,495 <b>SAVE US\$ 1,485</b>
Summit + Youth Forum	US\$ 3,595 <b>SAVE US\$ 1,290</b>	US\$ 3,795 <b>SAVE US\$ 1,090</b>	US\$ 3,995 <b>SAVE US\$ 890</b>
Summit +2 Workshops A and B	US\$ 3,595 <b>SAVE US\$ 1,290</b>	US\$ 3,795 <b>SAVE US\$ 1,090</b>	US\$ 3,995 <b>SAVE US\$ 890</b>
Summit + 1 Workshop	US\$ 2,795 <b>SAVE US\$ 995</b>	US\$ 2,995 <b>SAVE US\$ 795</b>	US\$ 3,195 <b>SAVE US\$ 595</b>
Summit Only	US\$ 2,295 <b>SAVE US\$ 400</b>	US\$ 2,495 <b>SAVE US\$ 200</b>	US\$ 2,695
Workshop Only *Price per workshop	US\$ 995 <b>SAVE US\$ 200</b>	US\$ 1,095 <b>SAVE US\$ 100</b>	US\$ 1,095

## DELEGATE DETAILS

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Company: .....  
 Address: .....  
 Postcode: ..... Country: .....  
 Tel: ..... Fax: .....  
 No. of employees on your site:  
 1000+  500-999  250-499  50-249  0-49   
 Nature of your company's business: .....  YES, I would like to receive information about future events & services via e-mail .....

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## GROUP DISCOUNTS AVAILABLE

*Conference fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.*

All registrations are subject to our terms and conditions which are available at [www.iirme.com/terms](http://www.iirme.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

## Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

## Credit card payment

If you would like to pay by credit card, please tick here and a member of our team will contact you to take the details

## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

All registrations are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers or topics.

## Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

## Event Venue:

ADNEC, Abu Dhabi, UAE  
 Tel: +971 2 444 6900

**Accommodation Details**  
 We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Informa Hospitality Desk for assistance on:  
 Tel: +971 4 407 2693 Fax: +971 4 407 2517  
 Email: [hospitality@informa.com](mailto:hospitality@informa.com)