

Forum Rationale

Effective corporate governance and responsibility are becoming central to achieving success in the global business environment and the development of the MENA region economic structure.

Following on the concept that business environment in the MENA region is unique in the sense of cultural structure and needs, global concepts such as corporate governance and responsibility, developed and implemented abroad need to be localized to be effective tools. Therefore, the success of the endeavor to create a localized approach to global concepts is dependent on understanding the local environment.

Hence, this unique participatory **Forum** came to life in the hope of gathering global experts on corporate governance and responsibility together with the leading business persons in the MENA region, aiming to empower stakeholders to take an active role in the shaping of effective corporate governance and responsibility practices.

Style of the Forum

The Forum is intended to create a unique participatory environment. Sharing knowledge and experience amongst the attendees is pivotal to the Forum's success. It is anticipated to serve as a think tank where each session is aimed to maximize the interaction between the participants.

Various different techniques will be used to ensure that the participants are provided with the necessary information and have ample opportunity to discuss the topics. In each session, various issues will be put to the vote to be able to conclude the event with answers.

Sessions will have the following structure:

- Introduction
- First poll
- Background information dissemination
- Discussion time
- Case study or a debate
- Second poll

Who Should Attend

Good corporate governance and responsibility practices attract investments, develop sound financial structures and accelerate global integration. Therefore, decision makers and people that have demonstrated an impact on their market are among our target audience.

The Forum is intended to be a regional initiative. Therefore, attendees from Jordan, Qatar, Bahrain, U.A.E., Saudi Arabia, Oman, Kuwait, Egypt and Lebanon among other MENA region countries are encouraged to participate. The attendees would include:

- Chairmen
- Directors
- Managing Directors
- Executive Directors
- Vice Presidents
- CEOs
- CFOs

Relevant officials and institutions will also attend to contribute on how the public sector may facilitate the development and help ensure that the possible reforms become a reality.

Value Of Participating

By attending this **Forum** you will be:

- Taking an active role in developing the practice of corporate governance and responsibility in the MENA region.
- Initiating and building a foundation for innovative and effective models of corporate governance and responsibility for the MENA region.
- Attaining deeper insight into the regional relevant key issues.
- Developing a localized approach tailored to have a positive impact on the regional market.
- Interacting and sharing opinions with peers and leading industry experts.
- Identifying strategic implications on the changing corporate governance and responsibility landscape in the region.
- Positioning your company as world class methodology believers and advocates for the general well being of the region and its economy.
- Gaining opportunity to network with other market leaders in the region.