

3rd Annual ARAB Outsourcing CONFERENCE 2011

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08-11 May, 2011, The Address Dubai Mall Hotel, UAE

“Best Practices and Models for Outsourcing in the MENA region”

World Class Speakers • Pre and Post Conference Master Classes • Interactive Panel Discussions

Attend this event and gain insights on successfully implementing & Governing an Outsourcing initiative in the Middle East and North Africa Region.

FEATURING



For more details please visit www.arab-outsourcing.com/vestedoutsourcing.htm

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|---|--|---|---|---|---|--|---|---|
|  Abdullah N. Aleisa Chief Operating Officer Jadwa Investment Saudi Arabia |  Ahmed Darwish Independent Practitioner Saudi Arabia |  Alexander Larsen Risk Management and Insurance Specialist Qatar Foundation, Qatar |  Anirvan Sen Strategic Initiatives and Business Development Director, GE, UAE |  Anis Tabka VP - Supply Chain Management DU, UAE |  Anupam Govil Partner Avasant USA |  Dino Wilkinson Partner Norton Rose (Middle East) LLP, UAE |  Federico Mariscotti Director A.T. Kearney FZ LLC UAE |  Gaurav Gupta Managing Partner Everest Group India |
|  Juwad Shashan Regional Procurement Manager (MENA) Oil & Gas, NALCO UAE |  Kate Vitasek Faculty, University of Tennessee – Center for Executive Education, USA |  Malek Sultan Al Malek Managing Director Dubai Internet City & Dubai Outsource Zone, UAE |  Dr. Mohammed Al - Sheabi , Legal Director Saudi Arabian Monetary Agency, (SAMA), KSA |  Nick Graham Partner SNR Denton UK |  Oliver Kirchner Senior Legal Counsel - Global Networks Nokia Siemens Networks, UAE |  Peter Brudenall Partner Lawrence Graham UK |  Dr. Pradeep K. Mukherjee President & Partner Avasant, India |  Quentin Lowcay Partner Kensington Swan UAE |
|  Rick Simmonds Partner Alsbridge Plc UK |  Saheem Mohammad Ibrahim , Manager - Service, Management & IT GRC, Doha Bank, Qatar |  Samer Asfour CEO The Jordan Investment Board, Jordan |  Suzanne Hoza Management Consultant Hoza Consulting Inc. USA |  Vishal Pandit , Senior Vice President and Business Leader, Genpact Middle East |  Wael Daoud CEO Extensya Jordan |  Warith Kharussi Executive Director Al Safwa Group & Partners, Oman | The Only Outsourcing Conference in the Region | |

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Conference Day One – 09th May 2011

08:00 AM – 08:30 AM – **Registration**

08:30 AM – 08:45 AM – **Chairman's Welcome & Opening Remarks**



Suzanne Hoza
Management Consultant
Hoza Consulting Inc.
USA

08:45 AM – 09:00 AM – **Opening Keynote Session**



Malek Sultan Al Malek
Managing Director
Dubai Internet City & Dubai Outsource Zone
UAE

09:00 AM – 09:30 AM – **Outsourcing: Success & Challenges**

- Outsourcing objectives
- Key factors for successful outsourcing
- Measuring vendor performance
- Challenges
- Issues to be addressed in SLA
- Case study



Abdullah N. Aleisa
Chief Operating Officer
Jadwa Investment
Saudi Arabia

09:30 AM – 10:00 AM – **Vested Outsourcing – Five rules that will transform Outsourcing**

Many outsourcing deals are structured with fundamental flaws in the business model that prevents transformational results through outsourcing. The University of Tennessee has been researching leading companies that are challenging conventional outsourcing. Author, educator & business consultant Kate Vitasek has codified the game changing rules for outsourcing in her book Vested Outsourcing: Five Rules that Will Transform Outsourcing. Kate will share her research & insights which includes:

- Why the Vested Outsourcing approach works
- Ten "perverse incentives" you likely have if you are using conventional outsourcing approaches
- Five Rules that will transform how you outsourcing



Kate Vitasek
Faculty
University of Tennessee – Center for Executive Education
USA

10:00 AM – 10:30 AM – **Networking Break**

10:30 AM – 11:15 AM – **Outsourcing Opportunities – Leveraging**
PANEL DISCUSSION Talent Sourcing and Driving Innovation

Moderator



Peter Brudenall
Partner
Lawrence Graham
UK

Panelists:



Juwad Shashan
Regional Procurement Manager (MENA) Oil & Gas
NALCO
UAE



Kate Vitasek
Faculty
University of Tennessee – Center for Executive Education
USA



Dr. Pradeep K. Mukherjee
President & Partner
Avasant
India



Vishal Pandit
Senior Vice President and Business Leader
Genpact Middle East
UAE



Wael Daoud
CEO
Extensya
Jordan

11:15 AM – 11:45 AM – **Why outsourcing projects turn sour – and how to avoid it ?**



Oliver Kirchner
Senior Legal Counsel
Nokia Siemens Networks
UAE

11:45 AM – 12:15 PM – **Challenges of outsourcing in the Arab world**



Anis Tabka
VP - Supply Chain Management
DU
UAE

Conference Day One – 09th May 2011

12:15 PM – 12:45 PM – Outsourcing Strategically for Sustainable Competitive Advantage

Prevailing outsourcing models have been shaped by the kind of competitive advantage companies were targeting, but fundamental shifts in expectations have occurred and the new challenges have been faced with mixed success by those who tried to adapt. Where do your outsourcing expectations fit in this evolution?



Federico Mariscotti
Director
A.T. Kearney FZ LLC
UAE

12:45 PM – 02:00 PM – Networking Lunch

02:00 PM – 02:45 PM – Outsourcing Risk and Governance

PANEL DISCUSSION

Moderator



Peter Brudenall
Partner
Lawrence Graham
UK

Panelists:



Dino Wilkinson
Partner
Norton Rose (Middle East) LLP
UAE



Dr. Mohammed Al-Sheaibi
Legal Director
Saudi Arabian Monetary Agency
Saudi Arabia



Oliver Kirchner
Senior Legal Counsel
Nokia Siemens Networks
UAE



Quentin Lowcay
Partner
Kensington Swan
UAE

02:45 PM – 03:15 PM – Saudi Regulation in Outsourcing for Banking



Dr. Mohammed Al-Sheaibi
Legal Director
Saudi Arabian Monetary Agency
Saudi Arabia

03:15 PM – 03:45 PM – Networking Break

03:45 PM – 04:15 PM – Running a Shared Services Organization in Middle–East and Africa



Anirvan Sen
Strategic Initiatives and Business Development Director
GE
UAE

04:15 PM – 04:45 PM – How to create effective service level agreements

The SLA is an effective tool for aligning the incentives of an outsourcing supplier with the objectives of an outsourcing customer, but needs careful planning and thought if it is to work as it should. This presentation will cover the key issues to address in order to achieve an effective SLA, including the key services to measure, common pitfalls and whether to include remedies such as service credits.



Peter Brudenall
Partner
Lawrence Graham
UK

04:45 PM – 05:00 PM – Chairman's Closing Remarks

05:00 PM – End of Day One

Conference Day Two – 10th May 2011

08:30 AM – 08:45 AM – **Chairman's Welcome & Opening Remarks**



Quentin Lowcay
Partner
Kensington Swan
UAE

08:45 AM – 09:15 AM – **Learning from 4PL (4th Party Logistics) Model**



Warith Kharussi
Executive Director
Al Safwa Group & Partners
Oman

09:15 AM – 09:45 AM – **Managing Risk in Outsourcing Partnerships.**

Partnerships were identified as one of the key risks to organizations in the Middle East during a recent full day masterclass workshop attended by Risk Managers from across the region. It was also concluded that Outsourcing Arrangements could be defined as partnerships and that Partnership Risk Management can be central to an organization's success in this area. Although a relatively new development, Risk Managers are increasingly opting for Partnership Risk Management to help manage their organization's key exposures. This presentation introduces the three main components of Partnership Risk Management (understanding risks at a corporate level, managing risks when entering into partnerships and managing risks within partnerships) and determines how they can be applied to outsourcing.



Alexander Larsen
Risk Management and Insurance Specialist
Qatar Foundation
Qatar

09:45 AM – 10:15 AM – **Identifying and Managing the Costs of BPO**
Better understand the full range of costs, financial as well as strategic, that are inherent to a BPO initiative

- Apply a total cost management (TCM) model to BPO that helps identify both obvious and hidden costs
- Recognize and calculate the costs related to analysis, implementation, transition and maintenance of a BPO initiative, as well as techniques & strategies that can mitigate those costs
- Determine whether it is in the organization's best interest to manage the BPO initiative internally or externally
- Develop a sound, strategic process for developing requests for proposals (RFPs) for BPO vendors, for reviewing proposals & for selecting the appropriate partner
- Manage the often complex relationship between buyers and vendors in the BPO process
- Anticipate, adjust and map BPO costs throughout the project



Juwad Shashan
Regional Procurement Manager (MENA) Oil & Gas
NALCO
UAE

10:15 AM – 10:45 AM – **Networking Break**

10:45 AM – 11:35 AM – **Outsourcing Models**

PANEL DISCUSSION

Moderator



Anupam Govil
Partner
Avasant
USA

Panelists:



Gaurav Gupta
Managing Partner
Everest Group



Nick Graham
Partner
SNR Denton
UK



Rick Simmonds
Partner
Alsbridge Plc
UK



Warith Kharussi
Executive Director
Al Safwa Group & Partners
Oman

11:35 AM – 12:00 PM – **Outsourcing Presentation**



H.E. Samer Asfour
CEO
The Jordan Investment Board
Jorda

12:00 PM – 12:30 PM – **Adopt Global Standards but Adapt Locally**

The presentation will talk about the value addition of global standards in managing IT outsourcing. How can we adopt global standards but adapt them according to our organization's requirements. It will also share Doha Bank's experience in outsourcing certain functions of IT and implementation of global standards like ITIL, ISO27001 and COBIT. Moreover, it will also share with the audience on how to map the standards and have people, process and contracts in place for a successful outsourcing partnership, facilitated by Technology.



Saheem Mohammad Ibrahim
Manager - Service Management and IT GRC
Doha Bank
Qatar

Conference Day Two – 10th May 2011

12:30 PM – 12:55 PM – Re-aligning competitive strategy post recession for organizations

This presentation will talk about forces shaping the global economy, trends that drive globalization of services and future of outsourcing. This will be combined with the new themes emerging in Outsourcing industry namely;

- Near shoring
- Rebadging
- Smart Enterprise Processes SM



Vishal Pandit
Senior Vice President and Business Leader
Genpact
Middle East

12:55 PM – 02:00 PM – Networking Lunch

02:00 PM – 02:30 PM – Your Outsourcing Strategy

Organizations are increasingly entering into outsourcing engagements to meet objectives of rapid service provisioning, acquire necessary expertise & minimize the Total Cost of Ownership & Operations (TCOO). By taking outsourcing as a strategy, a lot of factors have to be considered as what should & what should not be outsourced along with how to monitor, control & assure the delivery of the desired benefits.

This presentation will;

- Give attendees an introductory level of knowledge that will allow them to choose the best outsourcing strategy for their organizations.
- Different outsourcing strategies and their advantages and disadvantages of each.
- Realize what you might outsource and what you should not. By attending this session, participants will have an introductory level of understanding of the topic. Setting the proper and adequate outsourcing strategy has become an inevitable in today's business especially for newly established organizations. The session is aimed to share part of the past experience we had with outsourcing which will allow Participants to gain some knowledge about such deals and engagements.



Ahmed Darwish
Independent Practitioner
Saudi Arabia

02:30 PM – 03:00 PM – Transition—The Making or Breaking of Outsourcing Deals

This presentation will address the critical Transition phase of the outsourcing lifecycle, and identify the key issues including: planning; engagement of key stakeholders; client and supplier responsibilities; change and programme management; and commercial impact. A successful transition sets the tone for the long term relationship – it is critical for both sides that it is successful.



Rick Simmonds
Partner
Alsbridge Plc
UK

03:00 PM – 03:30 PM – Driving more effective sourcing relationships: Understanding the root causes

The presentation will use case studies to explore the reasons for buyer-supplier misalignment and how to improve the relationship.



Gaurav Gupta
Managing Partner
Everest Group

03:30 PM – 04:00 PM – Networking Break

04:00 PM – 04:30 PM – Open Discussion

04:30 PM – 04:45 PM – Chairman's Closing Remarks

04:45 PM – End of Day Two

Pre-Conference Master Class - May 08, 2011

A Outcome Based Outsourcing

A Five-Step Framework for Implementation

Outcome-Based / Performance-Based Outsourcing is all the buzz.

But what it is and how do you do it?

At its core, Outcome-Based Outsourcing is an agreement centered around buying results, not just simply paying for activities or headcount related to answering calls or manufacturing product to specifications. Under Outcome-Based Outsourcing, the service provider is challenged to apply brain power and/or investments to solve their client's problems and they also take on risk to do it, in essence putting skin in the game. Author, educator and business innovator Ms. Kate Vitasek led a three year long research project at The University of Tennessee studying leading companies that are challenging conventional outsourcing and are adopting Outcome-Based approaches. Ms. Vitasek will share her learning's and best practices from the research.

Benefits of Attending

- Learn firsthand from the world's leading authority on Outcome-Based Outsourcing author of the #1 book on Outsourcing, *Vested Outsourcing: Five Rules that will Transform Outsourcing*
- The agenda for the Master Class blends an informative presentation with an interactive format for understanding how to apply Outcome-Based Outsourcing thinking to your next Outsourcing agreement.
- Ms. Vitasek will share her insights and real world examples on structuring effective Outcome-Based Outsourcing agreements.

Master Class Outcome

- Understand the fundamental differences in Outcome-Based Outsourcing and the mindshift change that is needed to be successful
- Review the 10 most common "Ailments" of conventional outsourcing business models
- Learn a five step implementation framework they can use to adopt Outcome-Based Outsourcing
- Use hands on tools that can help you apply Outcome-Based Outsourcing approaches

Master Class Outline

| | |
|-----------------------|--|
| 08:00 AM - 08:30 AM | - Registration and Coffee |
| 08:30 AM - 10:00 AM | - The Mindshift Change of Outcome-Based Outsourcing |
| 10:00 AM - 10:15 AM | - Coffee Break |
| 10:15 AM - 11:15 AM | - Interactive Learning Session: 10 Ailments of Conventional Outsourcing |
| 11:15 AM - 12:00 Noon | - Five Step Framework to Implement Outcome - Based Outsourcing |
| 12:00 Noon - 12:30 PM | - Prayer Break |
| 12:30 PM - 02:30 PM | - Interactive Learning Session: Developing an Outcome-Based Requirements Roadmap |
| 02:30 PM - 03:30 PM | - Lunch |
| 03:30 PM | - End of Master Class |

WHO should attend?

- C-Level Executives (CEO/CFO/CIO/CTO/CPO)
- General Managers
- Managing Directors
- Business Development Executives
- Legal Counsels
- Directors, Managers and Heads of
 - o Information Technology
 - o Procurement
 - o Contracting
 - o Administration
 - o Supply Chain
 - o Maintenance & Facilities Management
 - o Risk Management
 - o Sourcing
 - o Vendor Relations
 - o Finance
 - o Support/Shared Services
 - o Contact Center
 - o Outsourcing
 - o Strategy
 - o Process Excellence
 - o HR and Training
 - o Corporate Affairs

Instructor



Kate Vitasek
Faculty
University of Tennessee – Center
for Executive Education, USA

Author, educator and business consultant Kate Vitasek is a nationally recognized innovator in the practice of supply chain management and outsourcing. Vitasek's approaches and insights have been widely published in respected academic and trade journals. She is the co-author of the Council of Supply Chain Management Professionals' best selling book, *Supply Chain Process Standards*, and has contributed to over 75 articles & five books, including her latest book *Vested Outsourcing: Five Rules that will Transform Outsourcing*. Vitasek is a faculty member at the University of Tennessee's Center for Executive Education and is the Founder of *Supply Chain Visions* – a boutique consulting firm recognized by ARC Advisory Group as a Top 10 Boutique Consulting firm specializing in Supply Chain Management. She's been recognized as a "Woman on the Move in Trade & Transportation" for her leadership in the profession and was recently honored as a "Woman of International Influence" by Global Executive Women. She has served on the Board of Directors for the Council of Supply Chain Management Professionals and has been called a "Rainmaker" for her tireless effort in educating the supply chain profession. In 2009, she was honored as finalist for a Stevie Award for woman entrepreneur of the year.

Instructor



Suzanne Hoza
Management Consultant
Hoza Consulting Inc.
USA

Suzanne Hoza has over 20 years of experience helping numerous international corporations, governments, and non-governmental organizations to achieve measurable success and to overcome the institutional change hurdles inherent in organization development, continuous process improvement, and strategic partnering. At companies such as Boeing, Microsoft, and GE, as well as the U.S. Department of State and U.S. Agency for International Development, Ms. Hoza's skills and acuity in continuous process improvement strategies and Vested Outsourcing concepts have achieved transformational results for the companies she has worked with. In the 1980's and 1990's, Ms. Hoza helped Boeing and it's most strategic international Fortune 500 service providers to implement lean, total quality management, ISO, and six sigma initiatives. She also represented Boeing on the U.S. Air Force's Lean Aircraft Initiative. In the early 2000's, Ms. Hoza led Microsoft to define and implement its first ITIL initiative, building MSN's first service level management organization. She improved the quality of service and process efficiencies of GE's worldwide infrastructure change management services, reducing defects by 79%. More recently, Ms. Hoza improved the quality of service for foreign assistance vetting in the U.S. Department of State, Embassy Nairobi, Somalia Affairs Unit, receiving the State Department's prestigious Franklin Award for her efforts that resulted in 98% process improvement. In support of the U.S. President's Malaria Initiative, Ms. Hoza served as the Regional Director of Operations for the Indoor Residual Spraying program across 15 countries in Africa; she contributed to the Government of Kenya Strategic Plan for Malaria Control 2010, for improving supply chain operations in healthcare delivery. Currently, Ms. Hoza is on-site in Moscow, developing training and courseware for improving the quality of service in various industries and vested relationships.

Certificate

A Certificate of Attendance will be handed to all delegates successfully completing this Master Class.

Post-Conference Master Class - May 11, 2011

B Outsourcing Contracting & Governance

Laying the Foundations For Outsourcing Success

This one-day course will introduce attendees to how to use the contracting and governance process to provide the foundations for a successful outsourcing relationship. It will cover:

- When to start the contracting process
- Key elements of successful contracts
- How to negotiate win-win arrangements
- How to re-negotiate to keep arrangements current
- Common contract pitfalls and specific issues for Gulf-based organisations
- Recommended governance structures – formal and informal
- The role of the retained organisation
- The relationship between governance and the contract
- The importance of relationships
- What makes outsourcing arrangements work

Benefits of Attending

Attendees will be fully aware of the key contract and governance issues in today's outsourcing market and will therefore maximize their chances of building and maintaining successful outsourcing arrangements.

Master Class Outcome

Attendees will have learned what makes a successful outsourcing contract; how to manage the negotiation process and avoid mistakes; how to set up and run effective governance; how to make the relationship work. This will provide the foundations for initiating a successful outsourcing arrangement.

Master Class Outline

- 08:00 AM - 08:30 AM - Registration and Coffee
- 08:30 AM - 10:00 AM - Successful Contracting
- 10:00 AM - 10:15 AM - Coffee Break
- 10:15 AM - 12:00 Noon - Governance & Retained Organization
- 12:00 Noon - 12:30 PM - Prayer Break
- 12:30 PM - 02:30 PM - Relationship Management; Open Forum
- 02:30 PM - 03:30 PM - Lunch
- 03:30 PM - End of Master Class

Certificate

A Certificate of Attendance will be handed to all delegates successfully completing this Master Class.

Instructor



Rick Simmonds
Partner
Alsbridge Plc
UK

Rick Simmonds is a partner at Alsbridge, the multi-award winning management consultancy firm which specializes in advising clients on all aspects of outsourcing & shared services. He specializes in the commercial and relationship aspects of outsourcing & works with leading clients to optimize their sourcing relationships. He is a frequent writer & speaker on outsourcing. Prior to Alsbridge he was a partner at Ernst & Young and also had senior executive roles with Capgemini, Accenture and Oracle.

Instructor



Nick Graham
Partner
SNR Denton
UK

Nick Graham is a partner with the Technology, Media and Telecoms Group with SNR Denton in London. Nick is an expert in outsourcing and sourcing strategy including IT outsourcing, BPO & offshoring. Nick has advised customers and ITO/BPO service providers including Banks and Financial Services Institutions, Retailers and global brand names on major outsourcing projects across the globe including the Middle East. Nick is also head of the firm's London Internet and Data Protection Group. His data protection expertise includes advising on data exploitation & licensing within large international outsourcing projects and application of multiple cross-jurisdictional regulatory rules. Nick is a well-known speaker and commentator on outsourcing & data protection including appearances on BBC Radio 4. He also sits on the Editorial Board of Privacy and Data Protection.

WHO should attend?

- C-Level Executives (CEO/CFO/CIO/CTO/CPO)
- General Managers
- Managing Directors
- Business Development Executives
- Legal Counsels
- Directors, Managers and Heads of
 - o Information Technology
 - o Procurement
 - o Contracting
 - o Administration
 - o Supply Chain
 - o Maintenance & Facilities Management
 - o Risk Management
 - o Sourcing
 - o Vendor Relations
 - o Finance
 - o Support/Shared Services
 - o Contact Center
 - o Outsourcing
 - o Strategy
 - o Process Excellence
 - o HR and Training
 - o Corporate Affairs

Speakers



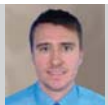
Abdullah N. Aleisa
Chief Operating Officer
Jadwa Investment
Saudi Arabia

Abdullah Aleisa has more than 18 years of experience in financial sector and information technology. Currently he is the Chief Operating Officer (COO) at Jadwa investment, one of the leading investment banks in Saudi Arabia. He is managing Information Technology, Investment operations, Administration, Project Management Office (PMO), Remote banking, Brokerage and Human Resource. Prior to that, he was the general manager of the remote banking division at Bank Albilad. He was over looking call center, phone banking, Internet banking for corporate & retail, ATM & POS, Internet Stocks trading & the rest of remote channels. In bank Albilad, he launched the first & full ATM outsourcing project in the region., in addition to outsourcing several initiatives in call centers. Prior to Bank Albilad, he was the establisher and General Manager of Jeel internet solutions, one of the well known ISPs in Saudi Arabia. Prior to that, Abdullah was working in Saudi Arabia Monetary Agency (SAMA) as in charge of the IT audit on local banks in Saudi Arabia, he is holding a CISA certification (Certified Information Systems Auditor).



Ahmed Darwish
Independent Practitioner
Saudi Arabia

Ahmed Darwish is close to 19 years of experience in the Information Technology managing projects and services for banking, insurance, travel, and governmental sectors. Ahmed has an extensive background in delivery and support of end-to-end IT services to customers and business units in accordance with Service level Agreements (SLA's), while setting back-to-back service contracts and Operational Level Agreements (OLA's). He has consistent history of maintaining high availability of mission critical services, reducing costs, improving efficiency, increasing productivity, and managing the transition and establishment of ITIL framework for more than one organization in Banking and Telecom industries. Ahmed is holding Bachelor and Master degrees in Engineering and more than one professional certificate (PMP®, Professional Program in Project Management, ITIL® and CISA®). He was nominated by PMI® as a member of the review group of the Arabic version of the PMBOK® version 4. He also has more than one appreciation letter from PMI Gulf Chapter for his effort in promoting project management knowledge in the area.



Alexander Larsen
Risk Management and Insurance Specialist
Qatar Foundation
Qatar

Alexander Larsen holds a degree in Risk Management from Glasgow Caledonian University and is a Member of the institute of Risk Management. He has 9 years experience as a risk consultant across a wide range of sectors, including construction, utilities, finance and the public sector, and has considerable expertise in training and working with organizations to develop, enhance and embed their Enterprise Risk Management (ERM), Business Continuity Management (BCM), and Partnership Management processes. Having joined Qatar Foundation in 2009, Alexander has spent the last year developing and implementing Enterprise Risk Management (ERM) and Business Continuity Management (BCM) within the organisation. His previous roles include working for Det Norske Veritas (DNV) in Malaysia and the United Arab Emirates with responsibility to develop risk management services for the energy sector across Asia and the Middle East, as well as senior consultancy roles in the UK with Marsh and Zurich.



Anirvan Sen
Strategic Initiatives and Business Development Director
GE
UAE

Anirvan has 16 years of experience in various global assignments Spanning Strategy, LEAN Six-Sigma, Commercial, IT, Sales and Manufacturing industry. Worked with DELL, NIIT, Sony and General Electric. Currently, he is running the strategic business transformation of the MEA section of GE Shared Services. In the current role, he is responsible for Strategic Projects, ERP Implementations, PMO, Transitions and New Country setups and Business Development. He has Led the creation of Hub & Spoke centers in Kenya and Algeria and the Outsourcing of transactional services from Middle-East.



Anis Tabka
VP – Supply Chain Management
DU
UAE

Anis Tabka has over 15 years of Telecommunications experience both on the Service provider (Procurement and Supply Chain) and Telecommunications equipment vendor(Commercial for Global operators). Anis has accumulated wide experience working in very diverse environments from very large and established Fortune 500 companies like AT&T and Siemens in USA and Germany to start-ups in the Middle East (UAE) He has spent a large portion of his career working in Siemens Global Accounts Management handling major US Telcos. He has also held Financial Controlling positions with R&D and production. He was a crucial team player part of the Executive Management team that started the UAE 2nd Telecom operator DU in a very competitive market. He has achieved CIPS accreditation in Q 4 2010. His educational achievements include an MBA in International Finance from University of Central Florida USA and a Bachelor of Science (Honors) in Marketing and Management from the City University of New York.



Anupam Govil
Partner
Avasant
USA

Anupam Govil is a Partner with Avasant and President of Avasense, a Sourcing Governance software company (wholly owned subsidiary of Avasant). Anupam joined Avasant after the acquisition of his previous company Global Equations, a leading Globalization Advisory firm. At Avasant, Anupam manages the Globalization practice, providing ICT and BPO sector development and investment promotion strategy to emerging regions. Anupam has over 20 years of experience providing sourcing & globalization services to enterprises, service providers and private equity funds. He has advised and assisted mid to large size firms on their global expansion plans through a combination of strategic consulting, cross-border acquisitions & investment advisory roles. Avasant has been consistently listed among the top BPO and Sourcing Advisory firms by the Black Book of Outsourcing & IAOP. Anupam was recently ranked amongst Top 30 Industry Executives by Nearshore Americas.



Dino Wilkinson
Partner
Norton Rose (Middle East) LLP
UAE

Dino Wilkinson is a Senior Associate in the communications, media and technology team at Norton Rose LLP. Dino has advised telecoms operators, technology providers, Islamic & conventional financial institutions, professional services organisations & other corporate clients on a wide range of non-contentious IT & business process outsourcing arrangements. A number of these have been significant regional projects, including a groundbreaking deal to deploy a nationwide wireless telecommunications network in the Middle East. He is currently advising an Abu Dhabi government department on the review and renegotiation of its IT infrastructure management & support outsourcing contract. Also, he is advising Mena Telecom on the outsourcing of the design, build & operation of a nationwide wireless network across the Kingdom of Bahrain to Motorola in one of the world's first full-scale national deployments of WiMAX technology based on the IEEE 802.16 standard & advises a UAE-based free zone operator on negotiations with Saudi Arabian General Investment Authority (SAGIA) for the provision of outsourced municipal services to new Economic Cities in the Kingdom of Saudi Arabia.



Federico Mariscotti
Director
A.T. Kearney FZ LLC
UAE

Federico joined A.T. Kearney in 2000 after 10 years in the Engineering and Construction industry. He has worked for multinational clients in Europe, the US, China, India and is based in the UAE, where he has been working since 2009. He focuses on supply management, spanning cost reduction, outsourcing, procurement transformation, risk management, skills improvement and performance management. Over 20 years, he has worked with clients in aerospace, construction, power generation, electronics, oil & gas, white goods, financial institutions and automotive industries. He is part of the A.T. Kearney supply management core team, which operates worldwide to develop advanced and innovative approaches to support the profitability growth of clients.



Gaurav Gupta
Managing Partner
Everest Group
India

Gaurav has over thirteen years of management consulting and sourcing-related experience and has served clients in Asia and North America from industries that include financial services, outsourcing, hi-tech, commodities, manufacturing, retail and private equity. At Everest, Gaurav's experience spans a variety of strategic and operational initiatives at global and regional corporations. These include developing outsourcing and offshoring strategies for leading North American banks and manufacturing companies, assessing the performance of offshore "captive" operations and helping grow into strategic global services entities and, supporting transnational, Indian and other Asian IT and BPO suppliers assess new product-market opportunities and improve their ability to compete effectively. Gaurav also headed the launch team of the Indian School of Business (ISB) established by McKinsey & Company, the Wharton School, the Kellogg School of Management and the London Business School. Gaurav holds an MBA from the Indian Institute of Management Bangalore and a BA in Economics from St. Stephen's College, Delhi.

Speakers



Juwad Shashan
Regional Procurement Manager (MENA) Oil & Gas
NALCO
UAE

Juwad is a Results-oriented, Strategic-directed & Solution provider procurement professional leader with exceptional abilities in building / developing cross functional teams and vendor relationships. Juwad has the track record of reducing costs, improving delivering value and profits, and developing and improving purchasing programs to meet corporate objectives and has capability in building an Effective, Efficient, Reliable, Centralized and Transparent Procurement/ Supply Chain system through Applying Supply Chain Operations Reference Model (SCOR). Prior to the current position, he was the Procurement Commodity Manager at Royal Jordanian Airlines and many, having distinctive records of business successful stories in Developing Procurement function, Establishing Policies and Procedures, Reducing cost, Sourcing, Negotiations, Risk Management, Providing alternative solutions, Challenging problems, Managing Engineering Projects, Value Engineering Analysis etc. Juwad has a Master degree in Engineering from Jordan University of Science & Technology.



Kate Vitasek
Faculty
University of Tennessee – Center for Executive Education
USA

Author, educator and business consultant Kate Vitasek is a nationally recognized innovator in the practice of supply chain management and outsourcing. Vitasek's approaches and insights have been widely published in respected academic and trade journals. She is the co-author of the Council of Supply Chain Management Professionals' best selling book, Supply Chain Process Standards, and has contributed to over 75 articles and five books, including her latest book Vested Outsourcing: Five Rules that will Transform Outsourcing. Vitasek is a faculty member at the University of Tennessee's Center for Executive Education and is the Founder of Supply Chain Visions – a boutique consulting firm recognized by ARC Advisory Group as a Top 10 Boutique Consulting firm specializing in Supply Chain Management. She's been recognized as a "Woman on the Move in Trade and Transportation" for her leadership in the profession and was recently honored as a "Woman of International Influence" by Global Executive Women. She has served on the Board of Directors for the Council of Supply Chain Management Professionals and has been called a "Rainmaker" for her tireless effort in educating the supply chain profession. In 2009 she was honored as finalist for a Stevie Award for woman entrepreneur of the year.



Malek Sultan Al Malek
Managing Director
Dubai Internet City & Dubai Outsource Zone
UAE

Malek Sultan Al Malek is the Managing Director of Dubai Internet City (DIC) & Dubai Outsource Zone (DOZ), members of TECOM Investments, leading clusters in the technology and outsourcing sectors in the UAE. Since joining DIC in 2002 & through holding various executive management roles, Al Malek has led & significantly contributed to positioning DIC as a pioneering technology destination in the region. Currently, the business park hosts most of the IT Fortune 500 companies, including around 1,400 specialised industry leaders from diverse segments of the information and communication technology sector. In 2010, Dubai Internet City achieved record growth with over 150 companies setting up base at the business park. was honored as finalist for a Stevie Award for woman entrepreneur of the year. Al Malek is known for his results-oriented management acumen & leadership capabilities. Key areas of focus have been his strong belief in supporting young entrepreneurs, fostering innovation & establishing Dubai as a hub for home grown talent. He has a bachelor's degree from the UAE-based Higher College of Technology & a Master's in Business Administration from the Bradford University, UK. He is also a board member of the Energy Management Services International.



Dr. Mohammed Al-Sheabi
Legal Director
Saudi Arabian Monetary Agency
Saudi Arabia

Dr. Sheabi is the Legal Director at Saudi Arabian Monetary Agency (SAMA), the Central Bank of the Kingdom of Saudi Arabia. He has over 25 years of experience in the banking sector and has worked with SAMA since 1984. Dr. Sheabi was Legal Adviser to the Committee for the Settlement of Banking Disputes in 1988 and was the Senior Legal Adviser in the banking control Dep to monitor the banks and was Chairman of the Tender Committee of the Saudi Arabian Monetary Agency from 2001-2003. Dr. Sheabi is a member of the Committee on International Monetary Law (MOCOMILA), Negotiating team for Saudi Arabia's accession to the WTO, Board of Directors of the Alumni Association of the Faculty of Law, Duke University. Dr. Sheabi was also a representative of the Kingdom of Saudi Arabia at "financial services", Committee World Trade Organization & member of the working group on the law of insolvency of the Model Law Committee International Trade of the United Nations. Dr. Sheabi has a PhD in Law from Duke University, North Carolina United States of America.



Nick Graham
Partner
SNR Denton
UK

Nick Graham is a partner with the Technology, Media & Telecoms Group with SNR Denton in London. Nick is an expert in outsourcing and sourcing strategy including IT outsourcing, BPO and offshoring. Nick has advised customers and ITO/BPO service providers including Banks and Financial Services Institutions, Retailers and global brand names on major outsourcing projects across the globe including the Middle East. Nick is also head of the firm's London Internet & Data Protection Group. His data protection expertise includes advising on data exploitation & licensing within large international outsourcing projects & application of multiple cross-jurisdictional regulatory rules. Nick is a well-known speaker & commentator on outsourcing & data protection including appearances on BBC Radio 4. He also sits on the Editorial Board of Privacy & Data Protection.



Oliver Kirchner
Senior Legal Counsel
Nokia Siemens Networks
UAE

Oliver Kirchner is a Senior Legal Counsel and in charge for Nokia Siemens Networks' Global Services Business. He is acting in a Global role negotiating and reviewing major Managed Services and outsourcing transactions as well as supporting senior management on general legal matters related to the Services business. Before joining Nokia Siemens Networks in January 2009 he was working more than seven years for IBM where he was handling major outsourcing deals not only from a legal & contractual point of view but also taking care of a wide range of commercial issues - both during the negotiation phase and post-signature. He was also practicing law in a law firm in Germany. Oliver is a truly global lawyer: Before relocating to Dubai he has been living in Dallas & Texas. In addition to the US he has worked in Brazil, spent more than two years in the Netherlands & has worked on projects in several European countries, of course including his home country Germany. Since May 2010 his geographical focus is the Middle East and Africa. He has a vast experience in the outsourcing business and in conducting negotiations, in particular IT and Telecommunications. His strength is to structure complicated topics and simplify complex commercial, legal and technical interdependencies to enable focus on the matters relevant for the business. In his early years Oliver was an elected member of the City Council of his hometown Stuttgart and working for a member of parliament. He studied Law at the University of Tuebingen in Germany and at the University of London (International Programme) and is a member of the German bar. He is an active member in the German Association of IT Lawyers (DGRI).



Peter Brudenall
Partner
Lawrence Graham
UK

Peter is a partner in the Commerce and Technology practice at UK law firm, Lawrence Graham, and has more than 15 years experience in advising companies on technology procurement, the outsourcing of services, contract disputes, software development and the licensing and exploitation of intellectual property. He also advises companies on data protection issues, contract disputes, research and development agreements and distribution agreements. He acts for both customers & suppliers & has significant experience in acting for Indian-based IT & outsourcing vendors. Peter is ranked as a leading lawyer for both outsourcing & technology law in all major legal directories. It is stated in the 2008 edition of Chambers that he "knows how the market is developing & its key issues." He is also described in the 2009 edition as having "deep technical knowledge."



Dr. Pradeep K. Mukherjee
President & Partner
Avasant
India

Pradeep heads Avasant's International operations. He brings to Avasant, a unique blend of outsourcing knowledge from both the buy & sell side perspective. Pradeep has over 20 yrs of rich experience & expertise in Consultancy & Management of Technology Business. He has advised leading enterprises in US, Europe & ASPAC on strategic aspects of Services Globalization and Transformational Outsourcing. He has in the past advised Private Equity organizations on deal sourcing, deal structuring and post deal transformation. He also looks after Avasant's initiative to develop alliances across Europe and Asia. Pradeep's deep knowledge regarding market requirement and insight into buyer-supplier relations, provides him a unique perspective on the risks and value in Global Sourcing for IT, Business and Knowledge based processes & services. Pradeep is a sought after speaker in Conferences for his incisive analysis and thought leadership.

Speakers



Quentin Lowcay
Partner
Kensington Swan
UAE

Quentin Lowcay is the senior Outsourcing and Procurement partner at Kensington Swan, the New Zealand based international law firm, with local offices in Abu Dhabi. Quentin was a former IBM New Zealand general counsel, has been seconded to Fujitsu and Unisys, and was the principal outsourcing adviser to EDS UK and Accenture UK whilst at Allen & Overy in London. He has been the lead Asia-Pacific adviser to the global outsourcer HCL Technologies (based in India). Quentin specialises in complex strategic sourcings for customers, suppliers & Governments in Australasia, Asia-Pacific, India & Dubai. He has been working in the Gulf Region for over 6 yrs. Quentin is a Tier-1 specialist & ranked internationally as a leading adviser in his field by Chambers Global & Asia-Pacific Legal 500. Quentin is a prominent commentator & author on the topics of outsourcing & related strategic procurement issues, being the lead author of the book "Malleasons on Outsourcing"



Rick Simmonds
Partner
Alsbridge Plc
UK

Rick Simmonds is a partner at Alsbridge, the multi-award winning management consultancy firm which specializes in advising clients on all aspects of outsourcing & shared services. He specializes in the commercial & relationship aspects of outsourcing & works with leading clients to optimize their sourcing relationships. He is also a frequent writer & speaker on outsourcing. Prior to Alsbridge he was a partner at Ernst & Young and also had senior executive roles with Capgemini, Accenture and Oracle.



Saheem Mohammad Ibrahim
Manager – Service Management and IT GRC
Doha Bank
Qatar

Saheem Mohammad Ibrahim has over 17 years of experience in Information Technology in banking domain and currently working as the Head of IT Services and Support, Doha Bank, Doha-Qatar. Has spearheaded various critical projects which has transformed the IT Department at the bank into one of the best and professional units. Had initiated and succeeded in improving its IT Services to match the International standards of IT Service Management and Information Systems Governance under the ITIL and COBIT frameworks. Has led the efforts to successfully achieve ISO/IEC 20000 Certification for the Information Technology Department of the bank, the first and only bank in Qatar to have secured this achievement. Another major certification, ISO/IEC 27001, for the bank was also achieved by leading the project for successful implementation of Information Security across the bank for all banking operations, again the first in Qatar. The rich experience at the bank, coupled with highly recognized IT Certifications and qualifications, the IT knowledge and skills acquired over the period, contributed to being a strong ITSM and ISMS reference point in the region. Has also addressed International Conferences and seminars on various topics in Information Technology in addition to attending high profile conferences.



H.E. Samer Asfour
CEO
The Jordan Investment Board
Jordan

Mr. Asfour has spent the past decade working in areas of economic development, investment, and global trade. Prior to his appointment as the CEO of the Jordan Investment Board, Mr. Asfour was a Senior Economic & Investment Advisor for the Prime Minister of Jordan and was responsible for providing the PM with objective advice on contemporary economic, investment and financial developments, the suitability and vulnerability of current economic policy settings, the administration of fiscal and monetary policies, as well as domestic investment and international trade and investment issues. His previously held positions included Commissioner for Investments and Investor Services for the Development Zones Commission, Deputy City Manager for economic development, planning and investment at the Greater Amman Municipality, CEO of Design Jordan; a conglomerate of the top 7 businesses in Jordan specialized in industrial design and product development. Mr. Asfour has an MBA specializing in Real Estate Investment and Valuation from the University of Denver, USA, and a Master Degree in International Securities, Investments and Banking from the University of Reading, UK. Moreover, he holds a bachelor degree in economics and statistics from the University of Jordan. Mr. Asfour is a member of the Young Global Leaders Forum (YGL), Member of the World Economic Forum. He is also a member of the Eisenhower Fellows.



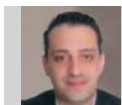
Suzanne Hoza
Management Consultant
Hoza Consulting Inc.
USA

Suzanne Hoza has over 20 yrs of experience helping numerous international corporations, governments and non-governmental organizations to achieve measurable success and to overcome the institutional change hurdles inherent in organization development, continuous process improvement, and strategic partnering. At companies such as Boeing, Microsoft, and GE, as well as the U.S. Department of State and U.S. Agency for International Development, Ms. Hoza's skills and acuity in continuous process improvement strategies and Vested Outsourcing concepts have achieved transformational results for the companies she has worked with. In the 1980's & 1990's, Ms. Hoza helped Boeing & it's most strategic international Fortune 500 service providers to implement lean, total quality management, ISO & six sigma initiatives. She also represented Boeing on the U.S. Air Force's Lean Aircraft Initiative. In the early 2000's, Ms. Hoza led Microsoft to define & implement its first ITIL initiative, building MSN's first service level management organization. She improved the quality of service and process efficiencies of GE's worldwide infrastructure change management services, reducing defects by 79%. More recently, Ms. Hoza improved the quality of service for foreign assistance vetting in the U.S. Department of State, Embassy Nairobi, Somalia Affairs Unit, receiving the State Department's prestigious Franklin Award for her efforts that resulted in 98% process improvement. In support of the U.S. President's Malaria Initiative, Ms. Hoza served as the Regional Director of Operations for the Indoor Residual Spraying program across 15 countries in Africa; she contributed to the Government of Kenya Strategic Plan for Malaria Control 2010, for improving supply chain operations in healthcare delivery. Currently, Ms. Hoza is on-site in Moscow, developing training & courseware for improving the quality of service in various industries & vested relationships.



Vishal Pandit
Senior Vice President and Business Leader
Genpact Middle East
UAE

Vishal is credited as one of the pioneers in the Consumer Finance field in India. During his long stint with GE Capital, he was responsible for the setting up of several successful joint ventures, including GE Capital & HDFC (Countrywide Consumer Finance); GE Capital & Maruti-Suzuki for auto loans and GE Capital & State Bank of India for credit cards. In 2001 he took over as the President & CEO of GE Money, India.



Wael Daoud
CEO
Extensya
Jordan

Wael brings a wealth of experience in leading, managing and developing operations in customer relations and contact management, and has introduced many developments to the concept of customer service in Jordan. In 2006, he held the position of Group Commercial Director at MTC (Currently Zain Group) where he was responsible for the strategic planning and implementation of the group's commercial activities, in addition to supervising the development of the contact centers and customer relations operations for the Group's companies across the Middle East. Prior to working with MTC's regional operations, he held the position of Director of Operations at Fastlink (Currently Zain), overseeing the company's customer service, contact center, telemarketing, collections and retail centers across Jordan.



Warith Kharussi
Executive Director
Al Safwa Group & Partners
Oman

Warith Al Kharusi is the Executive Director at Al Safwa Group & Partners. Prior to his current role, previous to this he worked for Petroleum Development Oman completing 31 years in the Oil & Gas Sector. 17 Years in Oil and gas projects and last 14 Years as Logistics Corporate Discipline Head. He was responsible for company wide Logistics Management. The portfolio had an annual spend of \$200 million and a workforce in excess of 2000. Of Significant importance, he lead Key Strategic Transformation Projects:

* The 4PL Strategy and Project Implementation.

* Desert Operation Jet Strategy and Building of 3 International Standards Airports

He is a speaker at various high profile supply chain professionals' conferences. Warith is also the Chairman the Institute of Logistics & Transport - Oman Chapter and ME regional advisor.

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Jordan offers all the essential elements needed for a global firm to establish a regional hub for Business Process Outsourcing (BPO), IT Outsourcing (ITO) and Research and Development. Jordan's strength lies in its human capital being one of the most highly qualified and competitive workforce in the region. Jordan is uniquely positioned as a Near-shore destination for Europe and the Middle East because of the following attributes:

- High quality, well educated, ICT trained workforce
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- Near-shore location; convenient time zone and a gateway to the Middle East

Jordan's primary value proposition relies in its stable costs and the high quality of its talent pool that is sustainable over the long term. Together with attractive incentives, investor-friendly policies and excellent infrastructure, Jordan has everything required for a smart outsourcing destination choice. In its bid to further develop the outsourcing sector in Jordan due to the huge potential that lies within it, Partners and stakeholders of Turn to Jordan are the Ministry of Information and Communications Technology (MOICT), The Development and Free Zones Commission (DFZC), the Information and communications Technology Association of Jordan –Int@j, The Jordan investment board, the Mafraq Development Corporation (MDC), as well as with USAID Jordan Economic Development Program to carry a coordinated and concerted effort to improve the business environment and attract major players in that sector to establish operations in Jordan

www.sabeq-jordan.org

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The first free zone in the world dedicated to the outsourcing industry, Dubai Outsource Zone (DOZ), a member of TECOM Investments offers the perfect base for both captive and third-party outsourcing operations to provide mid and high-end services in areas such as finance, accounting, IT, payroll processing, engineering, R&D and design. It also serves as a centre for off-shore disaster recovery facilities. DOZ caters to off-shoring requirements from Europe, the US and the region. DOZ's custom-made facilities, including next-generation telecom infrastructure, office space in intelligent buildings, and facilities management, enable outsourcing companies to set up efficient operations. The package of telecom services include reliable and redundant high-bandwidth connectivity, IP telephony, automatic call distribution (ACD), interactive voice response (IVR) and predictive dialing systems, satellite communication services as well as technical and infrastructure support. These facilities form part of a plug-and-play infrastructure which helps offshore service providers start operations quickly with minimal upfront investment.

www.doz.ae

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